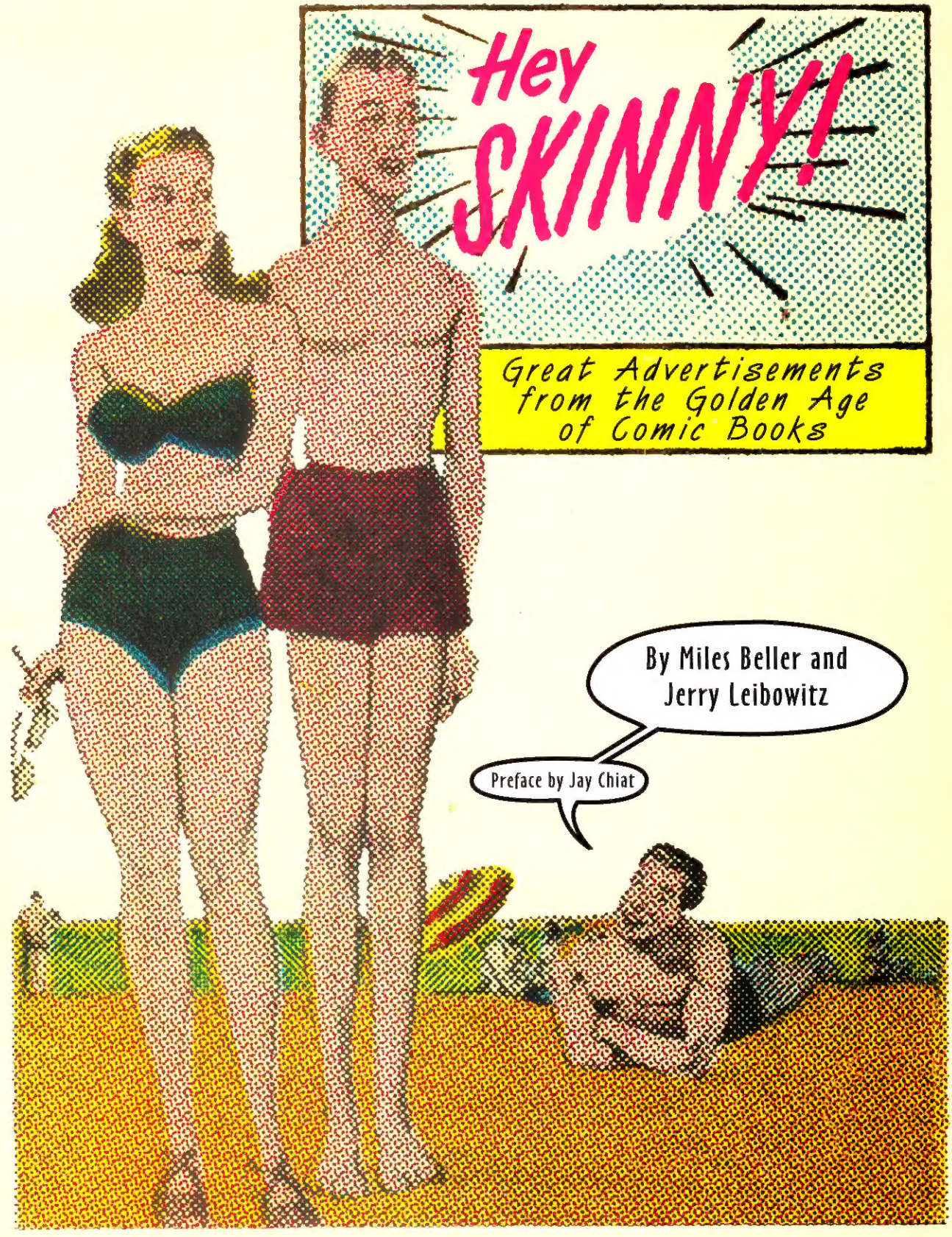
Hey SKINNY!
Great Advertisements from the Golden Age of Comic Books
By Miles Beller and Jerry Leibowitz
Preface by Jay Chiat

NEW IMPROVED!
MAIL TODAY
MAIL THIS COUPON TODAY
BONUS FOR PROMPTNESS!
Mail drawing in next 5 days—we'll send you valuable folder on How to Start in Commercial Art—FREE!
MAIL COUPON TO
The Greatest Girdle Buy in America!
MAIL COUPON NOW and be happy
TAKE MY ADVICE!
Loads of Fun and Useful, Too
NO MONEY—MAIL COUPON TODAY!
LOVE CAN BE YOURS AGAIN!

The ads in *Hey Skinny!* have appeared in the following magazines: *Alarming Tales, Barnyard Comics, Blue Bolt, Boy Stories, The Brain, Buck Duck, Buzzy, Candy, Captain Marvel, Chief Wahoo, Coo Coo, Crime & Justice, Crime and Punishment, Dagwood, Dodo the Frog, Famous Funnies, Feature Comics, Frankenstein, Fritzi Ritz, Funny Animals, Future World, Gabby, Giggle, Hap Hazard, Heart Throbs, Inky & Dinky, Komik Pages, Krazy Komics, Leading Comics, Little Bit, Little Eva, Little Lulu, Love Confessions, Love Letters, Love Secrets, Lucky Duck, Marmaduke Mouse, Marvin Mouse, Mickey Finn, Mighty Mouse, Muggy-Doo Boy Cat, Mutt & Jeff, My Friend Irma, Nancy & Sluggo, Nellie the Nurse, Patsy & Her Pals, Peter Cottontail, Punch & Judy, George Pal's Puppetoons, Ribtickler, Romeo Tubbs, Sad Sack, Scream Comics, Silly Toons, Sparkle, Sparkling Stars, Super Rabbit, Terry and the Pirates,* and *Tip Top.*

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8680 Cambie Street, Vancouver, B.C. V6P 6M9

10 9 8 7 6 5 4 3 2 1

Chronicle Books
275 Fifth Street
San Francisco, CA 94103

For Eli Charles Beller, who laughs long and often.

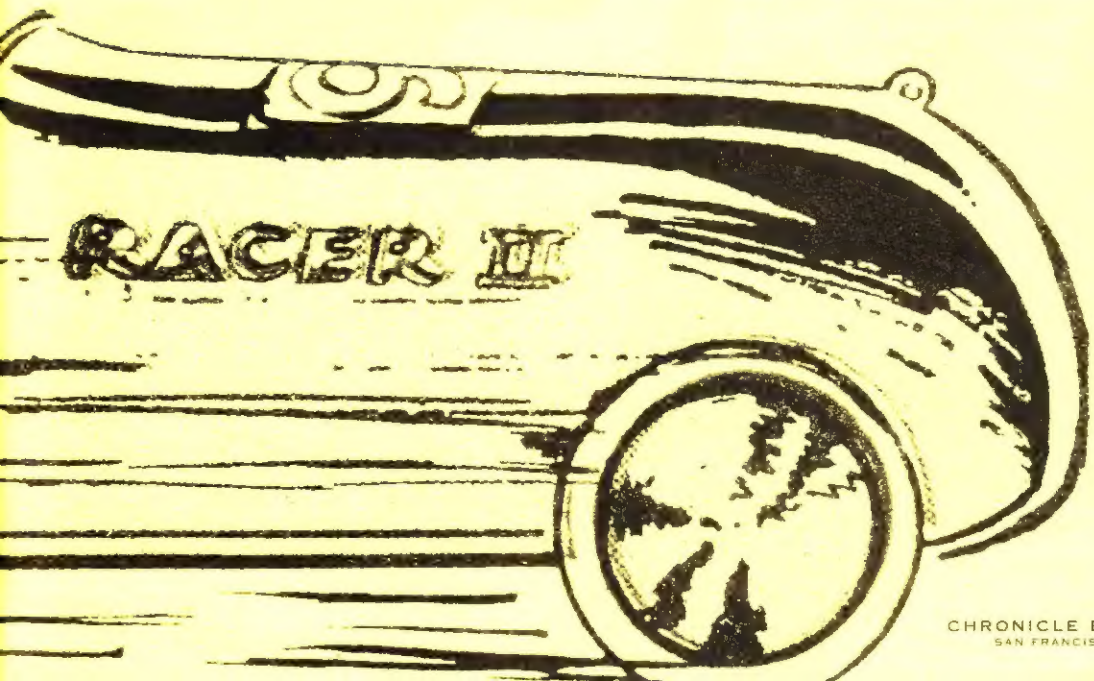
For my parents,
Erwin and Julie Leibowitz,
who had the good sense to start me reading
comic books at an early age.

The authors would like to thank photographer
Jim Reisman for his sharp, knowing eye.

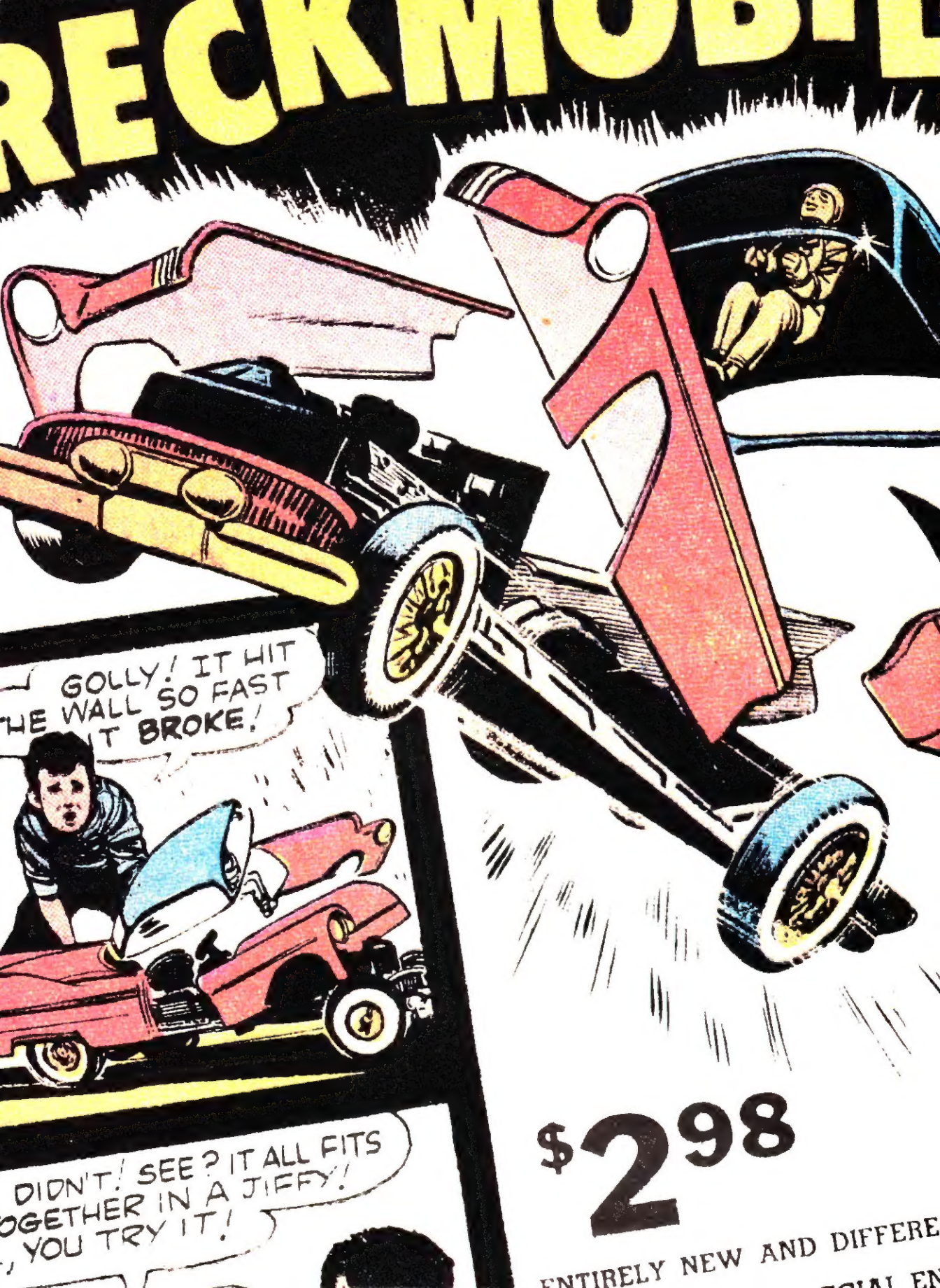
Hey SKINNY!

Great Advertisements from the Golden Age of Comic Books

MILES BELLER &
JERRY LEIBOWITZ
PREFACE BY JAY CHIAT



CHRONICLE BOOKS
SAN FRANCISCO


RECKMOBIL
GOLLY! IT HIT THE WALL SO FAST IT BROKE!
DIDN'T! SEE? IT ALL FITS TOGETHER IN A JIFFY! YOU TRY IT!
$2.98
ENTIRELY NEW AND DIFFERE

I began looking at comic books at the newsstand on the corner of Holland and Lydig Avenues in The Bronx. I would sit on a stack of newspapers, devouring as many comics as I could before I was told to stop mutilating the magazines and either buy or shove off.

That's probably where I developed my high anxiety, trying to get through all the new arrivals before I was thrown out. If I were successful, I'd be able to spend the dime my mother had given me on junk candy instead of a comic book. My favorite candies were those little colored sugar dots glued to paper, followed closely by chocolate licorice. Chocolate licorice . . . the first oxymoron.

Although Superman was hot even then, Batman and Robin were my favorites. When I was seven my Aunt Frances made me a Robin costume for a neighborhood Halloween party held in the basement of our apartment house. Although my hopes were high, none of the girls made a fuss over me. This, probably my first bout with female rejection, led to mild depression.

It was the forties, and girlie magazines hadn't been invented yet—even if they had, they weren't readily available to a seven year old. So my sexual awakening was kindled by Sheena, Queen of the Jungle, the heroine of Jumbo comics. This scantily-clad temptress with the impressive cleavage was much more provocative to me than the topless natives in *National Geographic*.

ADVERTISEMENT

DRAW ME!

r A Free $280 Art Course!

mplete $280 Art Courses, including Drawing Outfits!

try for a prize! Find out if you have profitable
nothing to lose—*everything to gain.* Mail ye

ents not eligible. Make copy
lettering. All drawings
Winners notified

But just as enticing as the comic books' fantasy-filled stories were its stimulating ads. Who could resist a necktie that glowed in the dark and guaranteed a kiss? I remember that in high school the phrase "Will you kiss me in the dark, baby?" was as much a part of teenage jargon as "Get a life" is today. I remember this as a time when all of the boys' wallets had a condom imprint, though none of us actually had the opportunity to use one.

The one product I finally sent for was the amazing Vacutex, which was so powerful that it actually sucked blackheads right out of your face. Of course, blackhead squeezing and pimple popping were daily rituals during those oily puberty years. Yet beauty had its price. After my first Vacutex treatment I didn't go out in public for two days.

My only regret is that I never sent for the book *How to Write Love Letters*. Maybe if I had, those girls at the Halloween party would have noticed me in my Robin costume.

Jay Chiat

Jim Prentice Announces His Super ELECTRIC FOOTBALL

Hi Boys!

These new Electric Games are built on Sturdy Wood Frames size 14 x 16 inches. Electrically Illuminated. Colorful Handsomely Lacquered Playing Fields. BE SURE you get yours this Christmas!

One Minute to Play-- 70 yds. Down the field

ZOOM! OUT of DANGER

THIS is just one of 176 exciting moments you face playing Jim Prentice's new idea of *America's Greatest Game.* You get all the breath-taking thrills, the hours of good fun, you get all the breath-taking thrills, the hours of good fun, making long *field goals*, intercepting *forwards*, bucking the *line*, winging bullet-like *passes*, *blocking*, *tackling*, smearing *fake kicks*, *trick plays*, and so on.

You call the plays and direct the strategy. If you know winning football and out-smart your opponent you *gain more* and *lose less* yards as the little pigskin moves up and down the field. The uncertainties of an actual game are ever present, always providing a fighting chance for the team that's trailing.

This is the greatest game ever invented. America's No. One Best Seller. Comes in an attractive gift box. $2. postpaid. Batteries available at your neighborhood store

Electric Baseball

A FLASHY big electric diamond with all the *thrills* of Big League Baseball! Furnishes plenty of *excitement* and loads of opportunity for real baseball *strategy*, whether you're "at bat" or "in the field!" Complete with new Electric features, Runners, Lights, Scoring Device, etc. in bright red gift box. $2.00

$2 less Batteries

MAIL THIS COUPON NOW — AVOID CHRISTMAS RUSH

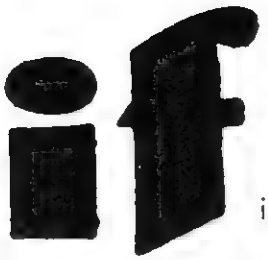
ELECTRIC GAME COMPANY, INC.
22 Bridge Street, Holyoke, Mass.

Amount Enclosed

..... ELECTRIC FOOTBALL $2, less Batteries.
..... ELECTRIC BASEBALL $2, less Batteries.

Name .....
Address .....

ORDE EARLY



as Zelda Fitzgerald wrote, we grow up "founding our dreams on the infinite promise of American advertising," the comic book ad has truly shaped our appetites and desires.

Long before art movements such as Pop appropriated the image of a muscle-bound bully kicking sand at a terrified wimp, before post-modern philosophers canonized the image of a ravaged dishpan hand, the cheap advertisements crammed into comic books of the 1940s and 1950s were an essential part of the American experience, revealing more about the national character than the tony appeals in more respectable publications.

Considering that some six to seven billion comic books were produced from 1940 to 1960, and that more comic books have been printed and bought than all the top-ten best-selling books of the last half century, the impact of comic book advertisements cannot be underestimated. By the early 1940s, 15 million comic books were published monthly in the United States, and during the 1950s the number soared to nearly 75 million, with an average of 15 comic books read each month by every other household in America. And tucked inside each comic book were numerous ads.

Yet numbers and statistics, however impressive, cannot illuminate why a form of "low" mass advertising—which first emerged as a modern form of advertising in 1935's *New Fun* comics—has so thoroughly captivated generations of Americans. One must revisit the 1940s and '50s, when, after a hesitant start in the '30s, in-your-face advertising inundated the comics, brandishing lurid colors and brazenly peddling miraculous transformation. One could buy a toy pistol that "cracks out like a real gun" and a "life-like" rubber skull, "hideously real." It was a time when nothing was impossible—that is, if the ad hit the right hyperbolic pitch.

In the 1940s, while Frank Sinatra buckled bobby-soxers' knees, comic book ads helped readers "Make Your Own Records" for $8.49 plus postage. And as the unfriendly atom threatened to fracture the future, a comics ad announced a "new sensational offer to readers" wherein they could procure a "war surplus" gas mask, "released by the U.S. government." Comics were thick with all manner of superhero and -heroine—The Flame, Miss Fury, The Fighting Yank, Bullet Man, Captain Marvel (who outsold Superman), Wonder Woman, Captain America, Black Condor, Green Lantern—

supreme do-righters and buffed patriots accomplishing feats far beyond garden-variety mortals. Even that modern man-made substance plastic gave rise to an elastic mensch, Plastic Man ("Plas" to in-the-know fans), "His only weapon being his ability to bend, twist, or mold into any shape!!" Comic book readers looking to profit from this malleable material could send off for the Plastikit, with which they could "make $100 worth of valuable plastic objects for only $1.98 plus postage."

In addition to fantastic titans, average all-Americans such as redheaded Archie Andrews and his high school cohorts, who harkened back to everyteens Henry Aldrich and Andy Hardy from the '30s, found favor with readers. While in the late '40s strapless bras, lamp-shade hats, shoulder bags, and Dior's "New Look" were fashion's latest thing, the comic books advertised Twin Allure stick cologne and stick deodorant, which promised to help women get that man "and hold him!" Comic book readers followed the exploits of caped, cowled, and masked champions, and sent away for such must-haves as glow-in-the-dark "Kiss Me" neckties ("Girls can't resist") or primers on "How to get into the movies," which were guaranteed to improve the earthly plight of those lacking bullet-proof physiques or infinitely extrudable body parts.

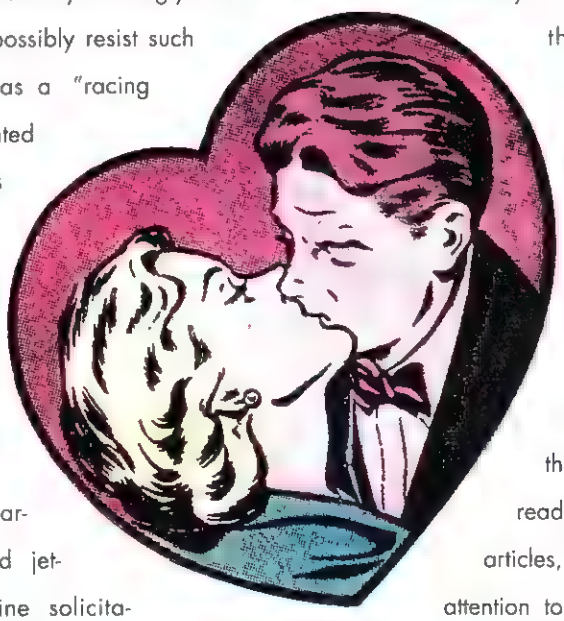
As the '40s gave way to the '50s, Ike puttered on the golf course and Americans retreated to a new paradise, the suburbs. Ginsberg and the Beats howled estrangement, Little Richard wailed "tutti frutti," Elvis moaned "be-bop-a-loo-bop," "juvenile delinquents" became big-screen rebels, and *Blondie Comics Monthly* offered a free copy of "Dagwood Splits the Atom" ("Authentic! Exciting! Amazing!"). Flipping through comics of the day, one encountered stories of loss and redemption, despair and renewal, or heartbreakers of a different order—Richie Rich and Dennis the Menace. Film and comics burst with 3-D, Superman, Batman, and Mighty Mouse leaping off the newsprint. Sci-fi, supernatural, and futuristic space oddities became comic books' everyday ethos, as in EC's *Weird Tales.* Living-room Philcos broadcast *I Love Lucy* and *I Married Joan,* versions of American life more daydream than fact; Jackson Pollock flung house paint onto yards of canvas; Senator Joe McCarthy improvised lists of cutthroat Commies; and Grace Kelly quit America to marry nobility in Monaco. But for those non-royals still searching for that "Dancing, Prancing Kind of Footwear," Thom McAnn peddled its "Hoe-Down" shoe in the comic book—at $7.95, a bargain.

In the mid-'50s, a New York psychiatrist named Dr. Frederick Wertham, author of *Seduction of the Innocent,* damned cultural offshoots such as comics as corrupters of youth. At the same time, a series of Congressional hearings on the graphic depiction of violence and sex in the pulps captured headlines and put the heat on comic book publishers. So chastened, they hastily set up their own restrictive rules under an entity called the Comics Code Authority. The CCA implemented a set of commandments forbidding such scandalous offenses as ". . . horror, excessive bloodshed, gory or gruesome crimes, depravity, lust, sadism, and masochism."

LAY PIANO

Here's Your Chance to BE POPULAR!

But the garish comic book ads would not die. And so late into the 1950s they continued, affirming the curative power of consumerism by promoting new and improved states of human happiness attainable only through acquisition. Contentment lay enticingly within one's grasp. Who could possibly resist such absurdly tantalizing items as a "racing turtle" with your name painted on its back ("All Turtles Guaranteed Alive on Delivery"), or a 10-day home trial of the Vacutex pimple remover ("Ugly Blackheads out in Seconds with Vacutex!")? With their pulsating saffron coupons, scarlet-bordered giveaways, and jet-black, cut-along-the-dotted-line solicitations, ads spoke of lives inalterably changed ("I am so thrilled as to how beautiful and white my teeth are from using WYTEN"), assuring satisfaction eternal ("Or your money back. Guaranteed!").



Unrepentant and unbowed, comic book advertisements stand as a scrappy, low-culture rebuff to the "science" of Madison Avenue, as shameless pleas to buy, and buy, and buy. Eschewing polished campaign strategies and big-budget financing, the pulp pitches pounced on the libido with gleeful ferocity.

In comic books' grainy formative days, only small, spirited firms with more moxie than money would venture into the untamed medium. But when the mix of visual hyperbole and written overstatement successfully coalesced, legions of youngsters and more than a few adults impetuously mailed off for that top-secret spy decoder ring or full-length, non-flammable wig.

Why do nervy ads from yellowed comics still act on us? In informal interviews, several experts gave their opinions. Maggie Thompson, co-editor of *Comic Buyer's Guide* and *Comic Buyer's Guide Price Guide* thinks these printed plugs demand strong participation and involvement. "While TV is passive, its commercials just coming out at you, reading the ads in comics is active." Tom Ballou, vice president of advertising for DC Comics, attributes the ads' persistence to their particular readers. "Whereas readers of magazines tend to skim the articles, the comic book reader pays close attention to everything, including the ads." Comics readers also keep their books for collections. Comics ads let readers "buy into" the illusion of mystery and magic that is the comic book's province.

Paul Curtis, fan club manager and archivist for Marvel Comics, suggests that the lasting influence and persistence of the comic book ad is underscored by a range of original work derived from them. A song in the movie *The Rocky Horror Picture Show* concerns body-building ads; a faux ad in *National Lampoon* urges readers to send for pet Sea Poodles; and *Mad* magazine paid early satirical tribute to the comic book advertisement by running a mail-order spoof of the genre on its March 1955 cover. Even contemporary comic books, Curtis says, cannot escape the early ads' immense gravitational pull: an ongoing story in *Doom Patrol* features a character who becomes the beefcake of the old muscle-man promotions.

The "golden age" of comic book advertising ended at the dawn of the psychedelic, TV-saturated 1960s, when mind-bending reality became stranger than even the quirkiest comic book appeals. Today, however, comic book ads of yesteryear occupy a venerated position in contemporary art circles. Once condemned as insidious cons, they are now celebrated as cherished icons.

In *Hey Skinny!* we have gathered the most memorable and incendiary ads. These ads appeared in many different comics at many different times. The dates under these ads refer to the editions from which the image was photographed. Brash, bold, and uncompromising, they are graphically compelling and textually captivating. Having read through thousands of comics, we chose those ads that stand as shining examples of naked hyperbole and unfettered hype.

Today, long after the professional bluenoses and sanctimonious moralizers have been hushed, the comic book advertisements of the '40s and '50s continue on their idiosyncratic way. Emblems of the collective culture, enshrined like sacred tableaus depicting consumerism's oddball saints, these irrepressible graphic artifacts disregard conventional logic. They continue to entertain, enrich, and enliven the American scene in matters high, low, and in-between.

Miles Beller

Jerry Leibowitz

Hey SKINNY!
...YER RIBS ARE SHOWING!
DON'T LET HIM HIT YOU, JOE!
WATCH WHAT YOU SAY FELLA
SHUT UP YOU BAG OF BONES!
DARN IT! I'M TIRED OF BEING A SKINNY SCARECROW CHARLES ATLAS SAYS HE CAN MAKE ME A NEW MAN! I'LL GAMBLE A STAMP AND GET HIS FREE BOOK.
LATER
BOY! IT DIDN'T TAKE LONG WHAT A BUILD. NOW I'LL TAKE CARE OF THAT BULLY
HERE'S A LOVE-TAP--- FROM THAT "BAG OF BONES", REMEMBER?
OH, JOE! YOU ARE A REAL HE-MAN, AFTER ALL
WHAT A MAN
AND HE USED TO BE SO SKINNY!

I Can Make YOU a New Man, Too, In Only 15 Minutes a Day!

CHARLES ATLAS
Holder of title, "The World's Most Perfectly Developed Man"

PEOPLE used to laugh at my skinny 97-pound body I was ashamed to strip for sports or for a swim. Girls made fun of me behind my back. THEN I discovered my body-building system, "*Dynamic Tension*." It made me such a *complete* specimen of manhood that I hold the title, "The World's Most Perfectly Developed Man."

What's My Secret?

When you look in the mirror and see a healthy, husky, fellow smiling back at you — then you'll be astonished at how fast "*Dynamic Tension*" GETS RESULTS! It is the easy, NATURAL method and you can practice in the privacy of your own room — JUST 15 MINUTES EACH DAY. Just watch your scrawny chest and shoulder muscles begin to swell . . . those spindly arms and legs of yours bulge . . . and your whole body starts to feel "alive," full of zip and go!

Thousands are becoming husky — my way. I give you no gadgets to fool with. With "*Dynamic Tension*" you simply utilize the dormant muscle-power in your own body — watch it grow and multiply into real, solid LIVE MUSCLE.

FREE! My 32-Page Illustrated Book is Yours — Not for $1.00 or 10c — But FREE

Send for my book, *Everlasting Health and Strength*. 32 pages of photos, valuable advice. Shows what *Dynamic Tension* can do, answers vital questions. A *real prize* for any fellow who wants a better build. I'll send you a copy FREE. It may change your whole life. Rush coupon to me personally: *Charles Atlas, Dept. 33012, 115 E. 23rd Street, New York 10, N. Y.*

CHARLES ATLAS, Dept. 33012
115 East 23 St., New York 10, N.Y.

Send me — absolutely FREE — a copy of your famous book *Everlasting Health and Strength* — 32 pages crammed with photographs, answers to vital questions, and valuable advice. This book is mine to keep and sending for it does not obligate me in any way.

Name..... Age.....
(Please print or write plainly)

Address .....

City ..... State .....

☐ If under 14 years of age check here for Booklet A

Be Lovelier than Ever...in a Twinkling!

with this 2-Way Stretch

All Nylon Girdle!

You can't imagine how alluring you will look until you actually slip into one of these amazingly s-m-o-o-t-h DuPont NYLON girdles! They're so comfortable you won't know you're wearing one . . . yet cling to you as though you were born in one! Stretches up and down and sideways for *complete* freedom! You'll want one to give your clothes that tailor-made look . . . to enjoy complete freedom in sport clothes . . . and to make you more attractive than ever before.

The ALL-NYLON Two-Way Stretch girdle comes in TWO Styles—REGULAR and PANTY. Both are easily washed — just dip in warm water and suds. Panty has removable garters and crotch. Order Panty or Regular Style in your choice of four exciting shades: NU'DE, BLUE, WHITE and Glamorous, Alluring BLACK.

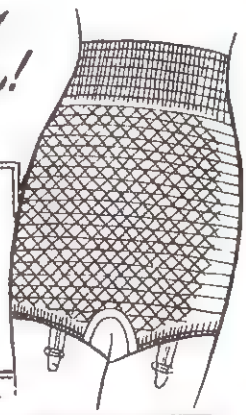
5 FAMOUS FEATURES

1. DUPONT NYLON*
2. DRIES IN A JIFFY
3. PRICED L-O-W
4. GUARANTEED NON-SHRINKING
5. 4 COLOR-RICH SHADES

*Except, of course, the garters and the elastic

The Greatest Girdle Buy in America!

PANTY STYLE
Ideal for sportswear, slacks and shorts.

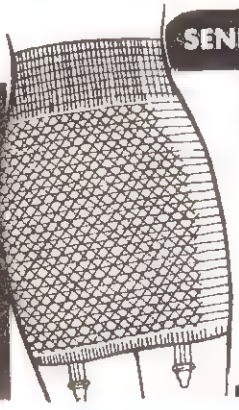


SEND NO MONEY—ORDER ON APPROVAL!

Just mail coupon today. When girdle arrives, wear it for 10 days. Notice the compliments you draw from all your friends. Then, if you are not fully delighted, return the girdle for immediate refund of purchase price.

DETACHABLE GARTERS AND CROTCH→

REGULAR STYLE
Perfect for evening and everyday wear.



Now to You— Only $2.98

Regular Retail Value—$7.95

SEND NO MONEY—MAIL COUPON TODAY!

WARD GREEN CO., Dept. N-601
113 West 57th St., New York 19, N.Y.

Rush by return mail in sealed package my Nylon Two-Way Stretch girdle in size and color checked below. I'll pay postman only $2.98 plus postage. If not thoroughly delighted, I may return merchandise within 10 days for immediate refund of purchase price.

Check Style: ☐ Panty ☐ Regular

My waist measure is..... (Extra Large—$3.98)

☐ Extra Crotches (for Panty Girdle) at 50¢ each

1st Color Choice	2nd Color Choice

Name...

Address...

City... Zone... State...

If you prefer, enclose money with coupon and we'll pay postage. Same 10-day refund guarantee.

SOLDIERS SAILORS WACS MORTARS MARINES PT BOATS HOWITZERS

TRUCKS CANNONS BOMBERS TANKS CRUISERS BATTLESHIPS PT BOATS MARINES WAVES WACS SAILORS SOLDIERS

50 COMBAT ACTION MILITARY TOYS

$1

Your Own TASK FORCE

Now you can be Commander in Chief of this complete task force. Have pitched battles, gunnery drills, deploy your troops for attack and defense. Here's a complete army . . . 50 pieces in all including soldiers, sailors, marines, PT boat, Howitzers, tanks, planes, and ships. You'll be thrilled and delighted with this complete task force. Nothing else like it!

LOOK WHAT YOU GET: SOLDIERS • SAILORS • MARINES • WACS • TANKS • JEEPS • PT BOATS • BATTLESHIPS • JET PLANES • BOMBERS • MACHINE GUNNERS • HOWITZERS • TRUCKS • BAZOOKA MEN • RIFLEMEN

Here's a great collection of military toys yours for just a single dollar bill. You'll have hours of fun and pleasure with this wonderful set. Every piece made of plastic in realistic scale. Precision formed of Styrene...nothing like it has ever been offered at this price. Rush your order now. 6" long die cut cannon that shoots harmless bombs included in your order NOW!

FIGHTING FORCE Dept. 73
836 Broadway, New York 3, N. Y.

FREE
6 LONG DIE CUT SHOOTING CANNON!

Supplies Limited! Don't delay. Rush name and address and $1 for each set. Your complete 50 piece task force will be shipped by return mail. Sorry no C.O.D.'s. Rush your dollar today.

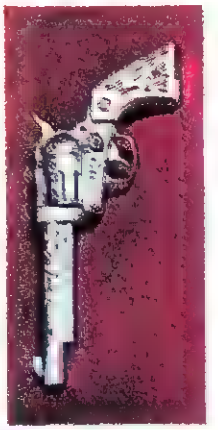
FIGHTING FORCE Dept. 73
836 Broadway, New York 3, N. Y.
I enclose ..... at $1 per set. Rush your 50-piece Fighting Force set prepaid.

Name _____
Address _____
City _____ State _____

MACHINE GUNS BAZOOKAS RIFLEMEN JETS

SOLDIERS SAILORS WACS WAVES MARINES PT BOATS BATTLESHIPS CRUISERS JETS BOMBERS

have some *real fun* and *sure 'nuff action* with the F-500 *Fury* CAP MACHINE GUN



FIRES 500 SHOTS on a continuous roll of caps

SMOKING ACTION — smoke puffs from the barrel as you let 'er go
MAKES REALISTIC SOUND with or without the caps
FULLY AUTOMATIC — uses ordinary flashlight batteries . . . no winding or cranking
SUPER FAST SPEED — have twice as much fun as you play
OUTER SPACE DESIGNS are embossed on the sides to add to the fun

Plus an opportunity to win a **FREE TRIP** for three to Disneyland **HOLLYWOOD**, and **PACIFIC OCEAN PARK**; a personal TV set; or silver dollars in Nichols' big **DESIGN A NEW TOY CONTEST**— get the details at your toy dealer

NEW 500-SHOT CAP PISTOL . . .

trigger it . . . cock it . . . or fan it! You have more shots and more fun than any other cowboy when you have the Mustang. The special bright finish and plastic staghorn grips are beautiful.

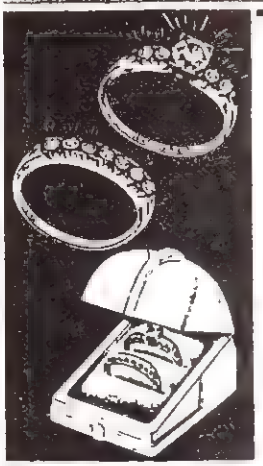
NICHOLS Industries, Inc.
CIRCLE N RANCH JACKSONVILLE, TEXAS

Hold Up, Rob 2 Wo

Housewives Lose Engagement and Wedding Diamond Rings

CHICAGO, ILL. Two masked bandits entered the lobby of a south apartment building last and held up Mrs. Mary Boles and Mrs. Joan Cash as they were [illegible] from the theatre. [illegible] was the same description and similar to that given as the robbery by Police [illegible]

OH MARY! I'M FRANTIC, MY DIAMONDS WERE WORTH AT LEAST $1000! JOHN AND I JUST CAN'T AFFORD TO REPLACE THEM!—HOW CAN YOU BE SO CALM, MARY? THE ROBBERS TOOK YOUR RINGS, TOO!



INTRODUCTORY OFFER ON APPROVAL

Famous Honeymoon Matched Engagement Ring and Wedding Ring

1/30th 14 KARAT Rolled GOLD Plate Bands **$2.98** plus tax

GUARANTEED FULL YEAR

Both rings set with imitation imported diamonds so real appearing on close inspection it's hard to tell the difference!

ENGAGEMENT RING

Large brilliant center stone cut diamond fashion sparkling from all angles set off by 2 delicate stones on each side. Band is genuine 1/30th 14 Karat Rolled Gold Plate. It's amazing!

MATCHED WEDDING RING

Genuine 1/30th 14 Karat Rolled Gold Plate Band exquisitely set with 7 matched fiery replicas imported from Europe.

FREE! LIFETIME PLASTIC PLUSH LINED RING BOX

Both engagement and wedding rings come to you in a beautiful plastic plush lined ring box that would do justice to real diamonds. Complete set, backed by guarantee of 12 full months of satisfaction or money back, yours for only $2.98 plus tax if you mail coupon now!

THAT'S RIGHT, JOAN... BUT MY MATCHED SET OF ENGAGEMENT RING AND WEDDING RING COST ONLY $2.98...THEY WERE REPLICA DIAMOND RINGS...
HOW CLEVER YOU ARE, MARY! I NEVER KNEW THE DIFFERENCE!
MY REAL DIAMONDS ARE RIGHT HERE—SAFE IN MY JEWELRY BOX!

BRIDE AND GROOM WEDDING PAIR

1, 2MM 12 KARAT GOLD FILLED BANDS

Wedding ring masterpieces to symbolize your perfect love.

GROOM'S RING . . . $2.98 plus tax

Rolled edges. Med. width Traditional, rich looking.

BRIDE'S RING . . . $2.98 plus tax

A perfect match. Slender band that's exquisite.

SPECIAL Both Rings Complete Set **ONLY $2.98** plus tax

If you order both the GROOM'S and the perfectly matched BRIDE'S WEDDING RINGS you save $1.02. Both rings are backed by a full year's guarantee of satisfaction or money back. Mail the coupon

HOW TO ORDER ON APPROVAL

State ring size, if size unknown, cut out chart, wrap around middle joint of ring finger. The number meeting end of chart is your ring size. Fill out the coupon and mail it today. This amazing offer may never be repeated.

MILLER & CO., DEPT. 751M

236 North Michigan Chicago 1, Illinois

TAKE MY ADVICE!

Don't risk the loss of precious, sentimental diamonds. Do as movie stars and rich folks do and wear amazing simulated duplicates now imported from Europe. Truly here is a great achievement of modern jeweler's art.

SEND NO MONEY—Mail coupon. Each ring backed by full year's guarantee of satisfaction or return for money back. Perfect fit is always guaranteed through exclusive trial and exchange plan. Don't wait but mail coupon now!

MAIL THIS COUPON TODAY

MILLER & CO., DEPT. 751M

236 North Michigan, Chicago 1, Illinois

Send rings as checked on guarantee I can return any time within one year for money back. Enclose free ring sizer in case I want to exchange size

LADIES IMITATION DIAMOND ENGAGEMENT & WEDDING RING SET

☐ $2.98 plus 30c tax. Ring size (If size unknown, use ring chart) .....

☐ Send C.O.D. plus postage

BRIDE & GROOM MATCHING WEDDING BANDS

☐ Groom's Wedding Ring $2 plus 20c tax. Size .....

☐ Bride's Wedding Ring $2 plus 20c tax. Size .....

☐ Both Groom's and Bride's Matched Wedding Rings. Special $2.98 plus 30c tax.

☐ Remittance enclosed. Send postage paid

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

PIMPLES

dry up in 3 days OR YOUR MONEY BACK!

At last science has discovered a fast, harmless way to clear your skin of those horrible pimples, blackheads and acne spots. This is an entirely new, greaseless cream that contains powerful A and D vitamins. It works fast by drying out the superfluous skin oils pimples feed on...at the same time counteracts by antiseptic action, the growth of bacteria that cause and spread ugly skin blemishes.

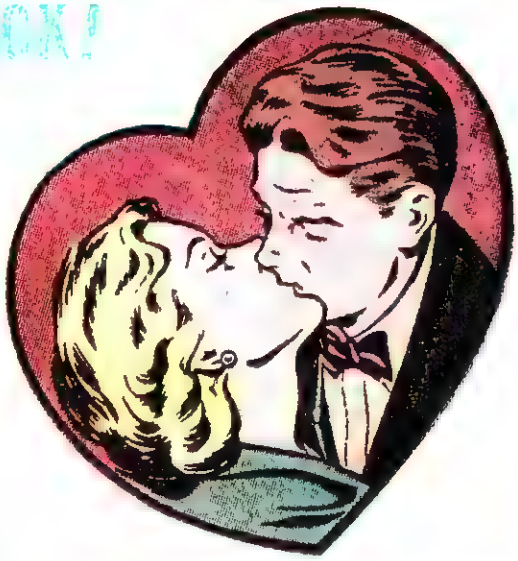
IMPROVE YOUR APPEARANCE WITH FIRST APPLICATION

You look better the minute you apply wonder-working CLEAR-X, because its amazing skin color hides the blemishes while its medicinal action gets to work clearing them up fast. You don't risk a penny. Get CLEAR-X by sending in the coupon now, use it for 3 days, and if your skin troubles are not definitely improved, you pay nothing.

READER'S DIGEST
reports amazing results from the CLEAR-X type of treatment. Experiments by a great medical college on 100 men, women and young people showed improvements in every case.

FREE IF YOU ACT NOW!

A $3.00 jar of CLEAR-X medicated soap to help CLEAR-X work even faster with double action. That's a $6.00 value for just $2.98.



LOVE CAN BE YOURS AGAIN!

You can't blame him (or her) for not wanting to kiss you if your skin is oily, defaced with ugly pimples, blackheads and acne spots. Give yourself a break! CLEAR-X will clear your skin like magic!

MAIL COUPON NOW and be happy

CLEAR-X Products, Dept. 45-A
270 Park Avenue, New York, N. Y

Send me at once the marvelous new CLEAR X formulation as per your money-back guarantee.

☐ I enclose $2.98. Send postpaid.
☐ Send C.O.D., I'll pay postman $2.98 plus C.O.D. charges

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

Foreign and APO's—No COD's

Watch the Smoke Curl up the Chimney

ORIGINAL KENTUCKY TAVERN BARBECUE ASH TRAY

- A MINIATURE FIREPLACE
- A CIGARETTE SERVER
- A MATCH HOLDER
- AN ASH TRAY
- AN INCENSE BURNER

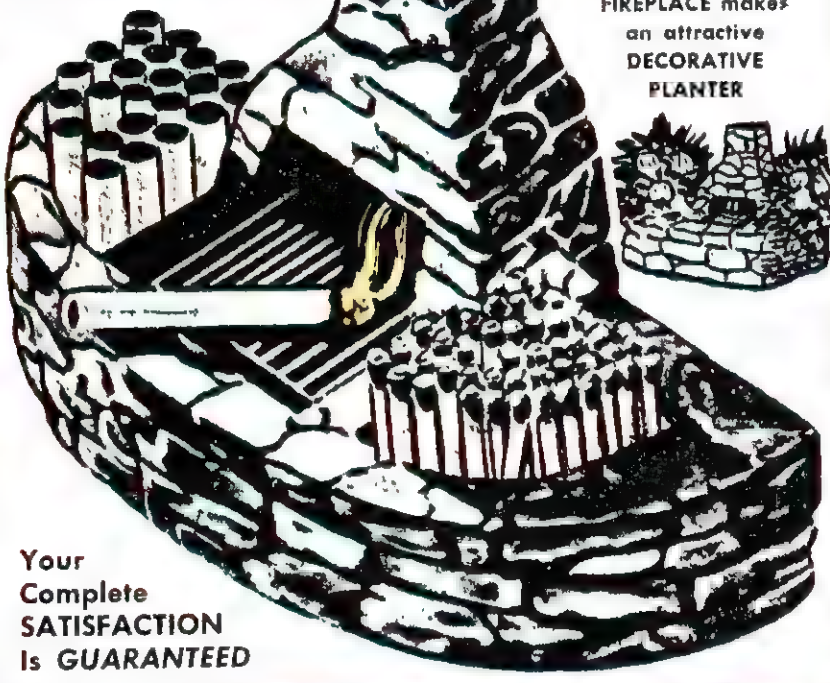
All In One!

Here's a novel, beautiful Ash Tray that's useful in dozens of ways. Smoke and incense curls out the chimney. Has metal fireplace grill cover which lifts out to remove ashes or insert incense. Order today on our 10 day Trial Offer!

Package of Oriental Incense included without extra cost with Ash Tray

ALL YOURS FOR ONLY $1.98

This Beautiful Replica BARBECUE FIREPLACE makes an attractive DECORATIVE PLANTER



Your Complete SATISFACTION Is GUARANTEED

Most Beautiful, Most Original Most Useful Ash Tray Ever Made!

Here's the famous Barbecue Ash Tray that created such a sensation when it was featured with Kentucky Tavern in leading national magazines. There is no ash tray to compare with it for originality of design and all around usefulness. Made of durable Hydrocal, hand colored to look like real firestones. Holds a generous supply of cigarettes and matches. A perfect gift for every occasion. Order on coupon →

Rush your Order On This NO-RISK Coupon

ILLINOIS MERCHANDISE MART, Dept. 2507
1227 LOYOLA AVE., CHICAGO 26, ILL.

Send me the following Barbecue Ash Trays on your 10 Day Money Back Guarantee Offer. (NOTE: We will gladly ship C. O. D. if you prefer but C. O. D. rates are so costly we urge you to pay in advance. You save up to 56c.)

☐ Enclosed is $1.98 plus 25c ($2.23)—ship 1 Ash Tray postpaid
☐ Enclosed is $3.89 plus 40c ($4.29)—ship 2 Ash Trays postpaid
☐ Ship 1 Ash Tray C. O. D. ☐ Ship 2 Ash Trays C. O. D.

NAME.....

ADDRESS .....

CITY ..... STATE .....

I WANTED TO BE AN ARTIST!

AFTER HIGH SCHOOL I HAD TO TAKE A JOB I HATED MY FAMILY NEEDED THE MONEY .IT WAS DULL HARD WORK

BUT AT HOME IN MY SPARE TIME I SKETCHED AND PAINTED MY FRIENDS ALL SAID I COULD REALLY DRAW I WANTED TO BE AN ARTIST!

HOW I ENVIED THE GIRL ARTISTS AT THE STORE WHERE I CLERKED! THEY GOT THREE TIMES MY PAY AND FOR SUCH EXCITING, INTERESTING WORK! BUT HOW COULD I BECOME AN ARTIST? I DIDN'T EVEN KNOW FOR SURE IF I HAD REAL ART TALENT!

ART DEPARTMENT

THEN ONE NIGHT I READ ABOUT AN EXCITING FREE ART TALENT TEST I SENT FOR THE TEST THAT SAME NIGHT

IN A FEW DAYS MY FREE TALENT TEST CAME IN THE MAIL I COULD HARDLY WAIT TO GET TO MY ROOM ALONE AND START THE TEST IT WAS LOTS OF FUN TO TAKE – AND I LEARNED FROM IT, TOO!

THIS IS A FINE TEST. IT CERTAINLY SHOWS THAT YOU HAVE VALUABLE ART TALENT. WE'LL TEACH YOU TO DEVELOP THAT TALENT OF YOURS IN YOUR SPARE TIME

I'VE NEVER BEEN SO HAPPY!

LATER

NOW I'M A TRAINED PROFESSIONAL ARTIST... WELL PAID, LOOKED UP TO, IN LOVE WITH MY JOB AND JUST LOOK AT MY ART DIRECTOR! HONESTLY, GAL – IF YOU LIKE TO DRAW OR PAINT YOU SHOULD TAKE THE FREE ART TALENT TEST, TOO. YOU CAN! →

art talent test

Find out if you have valuable art talent. Take the famous Free Talent Test. No charge. No obligation.

MAIL COUPON TODAY!

ART INSTRUCTION, INC.

Dept. 7603, 500 South 4th St.
Minneapolis 15, Minn.

Please send me Free Art Talent Test

Name _____

Address _____

City _____ Zone ____

County _____ State _____

Age ____ Phone _____

Occupation _____

Lucky Grab Bag

99¢

JEWELRY • WATCHES • PENS • CUTLERY NYLONS • AUTOMATIC PENCILS • BINOCULARS • NOVELTIES • APPLIANCES, ETC.

some formerly up to $10

All Brand New—Many Famous Brands

Parker • G-E • Bulova • Kodak • Thoresen • Dupont • Korium • Rocket • Eversharp

This is your **LUCKY DAY!** Imagine! a useful, novel article that sold up to $10 for only 98 cents! This is one way to unload odds and ends—attractive merchandise such as jewelry, pens, watches, cutlery, binoculars, microscopes, telescopes, rings, appliances, novelties, etc. Every article is brand new—but some have minor scratches or are **ONE** of a kind, making it impossible to advertise. Yes! We include items formerly sold for $1.98 up to $10.00!

EVERYBODY has the SAME chance!

We play no favorites. You stand the same chance as the next fellow to get a valuable item. **THE LEAST YOU CAN EXPECT IS DOUBLE VALUE FOR YOUR MONEY!** Whether you get a $2.00 Eversharp pencil or a $10.00 watch—you are assured of real value and attractive **GUARANTEED** merchandise that you or your family will enjoy! This way we raise cash and at the same time gain new satisfied customers.

$1 DISCOUNT CERTIFICATE — FREE!

With your **GRAB BAG SURPRISE** you receive a 32-page catalog of popular nationally advertised merchandise at bargain prices—plus a **DOLLAR DISCOUNT CERTIFICATE** valid on all orders for $3 or more! This means your **GRAB BAG** will not cost you a single penny! The **GRAB BAG** is sold to you on a positive 5-day money-back guarantee. You take no chances. Why not try your luck? You have absolutely **NOTHING** to lose and lots to gain. A big **SURPRISE** awaits you! Pin a dollar bill to the coupon and mail **TODAY!** For the extra penny we'll include an additional 18c item! Mail the handy coupon **NOW!**

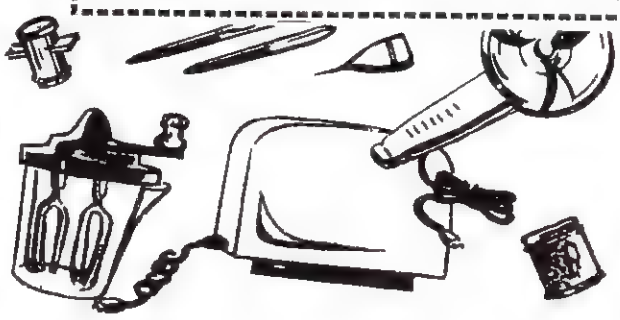
HONOR COMPANY, Dept. 197-L-91
352 Fourth Avenue, New York 10, N. Y.

Please RUSH me a GRAB BAG at 99c. I must be absolutely satisfied with my purchase or I may return it within 5 days for full refund. Also send me the free catalog and $1 discount certificate. ☐ I enclose 99c payment. ☐ I enclose $1 payment. Send me an additional 19c item.

NAME.....

ADRESSS.....

CITY.....STATE.....



$100 Monthly IF SICK or INJURED!

Plus HOSPITAL BILLS PAID!

AMAZING NEW

GOLD SEAL POLICY

PROVIDES All THIS PROTECTION FOR JUST

$1 A MONTH

CASH BENEFITS BIG ENOUGH To Be WORTHWHILE!

SICKNESS BENEFITS! Policy pays for loss of time due to sickness, a regular monthly income for as long as 3 months, up to..... $100.00 PER MO.

ACCIDENT BENEFITS! Policy pays for accident disability at rate up to $100 per month, for as long as 24 months, or..... $2400.00

ACCUMULATED CASH! Policy pays for accidental loss of life, limb or sight up to $4,000, accumulated to..... $6000.00

PLUS SICKNESS, ACCIDENT and MATERNITY HOSPITALIZATION PLAN

Policy pays "hospitalization benefits" for sickness, accident or maternity, including hospital room at rate of $5.00 per day, operating room, anaesthesia, drugs, dressings, laboratory, X-ray, oxygen tent and other services, even ambulance service. Total hospital benefits as specified to over..... $650.00

The SERVICE LIFE INSURANCE CO.

790 Service Life Building OMAHA 2, NEBRASKA

Now, added millions can afford all-around insurance protection. Here is a combination SICKNESS, ACCIDENT & HOSPITALIZATION policy *for just a dollar a month* that pays in strict accordance with its provisions for ANY and ALL accidents, ALL the common sicknesses, even non-confining illness and minor injuries. It pays disability benefits from the very first day. NO *waiting period!* NO this is not the usual "limited" policy. It's an extra-liberal policy that provides quick cash to *replace* lost income, pay doctor and *hospital bills*, for medicines and other pressing demands for cash that invariably come when sickness or accident strikes.

POLICY ISSUED *By Mail* AT BIG SAVINGS!

MEDICAL EXAMINATION!

Ages 15 to 69. Actual policy sent by mail for 10 Days Free Examination. NO cost! NO obligation! NO salesman will call! See this policy and judge for yourself. It's the protection you need and should have at a price you can afford. Just mail coupon below! But do it today. Tomorrow might be too late!

FREE 10-DAY INSPECTION COUPON

The SERVICE LIFE INSURANCE CO.

790 Service Life Bldg., Omaha 2, Nebraska

SEND without cost or obligation your extra-liberal "Gold Seal" $1-A-MONTH Policy for 10 Days' Free Inspection.

NAME.....

ADDRESS.....AGE.....

CITY.....STATE.....

BENEFICIARY.....

NEW! 1953 "Space Commander" VIBRO-MATIC WALKIE-TALKIES

2 PHONES ONLY $1

Thrills & Fun Galore!

If by some magical means you could talk with your neighbor and friends—without electric wires, without batteries or electric current, wouldn't you pay $100 or more? Well you can do just that and the entire cost to you is only ONE DOLLAR for TWO "Space Commander" Walkie-Talkies. Not just a toy—but an amazing communication system. NOW you can talk back and forth from house to garden, between rooms, between your house and your friends'. How thrilling to "speak thru space"!

Works like Magic . . . Guaranteed!

This latest, newest 1953 model is a well made product of the world's largest manufacturer of Walkie-Talkies. Uses highly sensitive Vibromatic design. Each phone is self-contained and sends as well as receives messages, songs, music, etc. which travel over the conductor line for hundreds of feet, clear and distinct. Requires no license. Will not interfere with radio reception. Works equally well indoors or out.

Endless Fun . . . Educational!

This new 2-WAY WalkieTalkie System provides endless fun for the entire family, for boys and girls and adults too! Inspirational. Helps overcome shyness, aids voice training. Real "Space Planet" design in handsome colors. Hard to break. They're rugged!

5 Day Trial — Money Back Guarantee.

Send only one dollar, cash, check or money order and your Walkie-Talkies will be shipped on 5 day home trial—instantly! Easy to use directions—even a 5-year-old child can do it! Enjoy them with your family and friends for 5 whole days free of any obligation to keep them . . . entirely at our risk! If you're not thrilled and satisfied in every way your dollar comes right back! Supply limited! Rush order now! Don't lose this big bargain! Mail coupon TODAY!

SPECIAL!

$1 2 PHONES COMPLETE

CONSUMERS MART, Dept. 191-H-28
131 West 33rd Street, New York 1, N. Y.

Rush this MONEY-SAVING COUPON

CONSUMERS MART, Dept. 191-H-28
131 West 33rd Street, New York 1, N. Y.

RUSH a complete set of SPACE COMMANDER WALKIE-TALKIES on 5 DAY TRIAL, post paid. I enclose only $1.00 for the complete set of 2 phones and directions. If I am not thrilled and satisfied in every way, you are to send back my dollar with no questions asked.

NAME _____

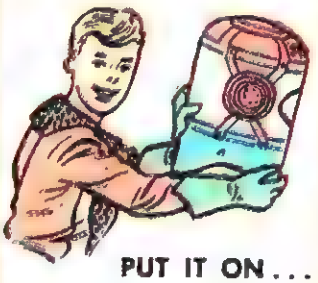
ADDRESS _____

TOWN _____ STATE _____

☐ CHECK here if you wish order sent C.O.D. You pay $1.00 AND 35 cents postage on delivery.

SENSATIONAL! STARTLING! NEW!

"INVISIBLE HELMET"



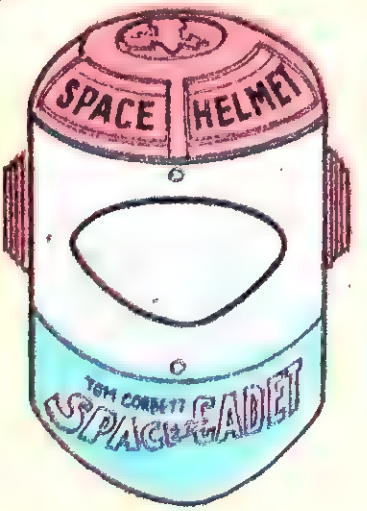
PUT IT ON . . .

NOW — YOU SEE PEOPLE — THEY CAN'T SEE YOU!

You've GOT to own this! It works like magic! Put on this helmet and nobody can see your face. But you can see everything.

This is a sensational discovery —as new as the Hydrogen Bomb —as exciting as a ride through space — as thrilling an experience as you will ever have!

Helmet is light, unbreakable. You'll say it's miraculous—and it's only $1.98 sent right to your home postpaid! SPECIAL! Two helmets for $3.75.



TOM CORBETT SPACE CADET

COSMIC VISION HELMET

No one will be able to recognize you when you wear this official space helmet, but you can see them because this helmet has the new mysterious cosmic vision.

Everybody will want one of these helmets and no wonder. Think what you can do with it! Think of how you can fool your friends! Think of how you can put it on and not be recognized and yet how you can see everybody else and what they are doing. If you order now you can get your helmet right away and

BE FIRST IN YOUR NEIGHBORHOOD

to wear it. You will be envied by everyone and you will be having all the fun. Order immediately for quick delivery.

EMPIRE MDSG. CO., Dept. HJ-5
63 Central Ave., Ossining, N. Y.

Don't be disappointed, send now! Use coupon below to order. Only $1.98 each—two helmets for $3.75. Sorry, no C.O.D.'s

EMPIRE MDSG. CO., Dept. HJ-5
63 Central Ave., Ossining, N. Y.

Please send me Cosmic Vision Helmet, price ____ $1.98
Send TWO Cosmic Vision Helmets for ____ $3.75
I enclose cash ☐ check ☐ money order ☐.

Name _____

Address _____

City _____ Zone ____ State _____

SATISFACTION GUARANTEED—OR YOUR MONEY BACK
SORRY, NO C.O.D.'s

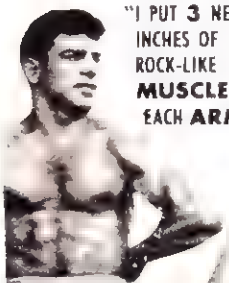
TONY PASCARELLA

BEFORE "Here's me—a bag-of-bones weakling before I mailed the coupon."

AFTER

"I ADDED 3 NEW INCHES TO MY CHEST."

"I PUT 3 NEW INCHES OF ROCK-LIKE MUSCLE ON EACH ARM!



Like Tony YOU can be a GOLD MEDAL WINNER in

ALL SPORTS

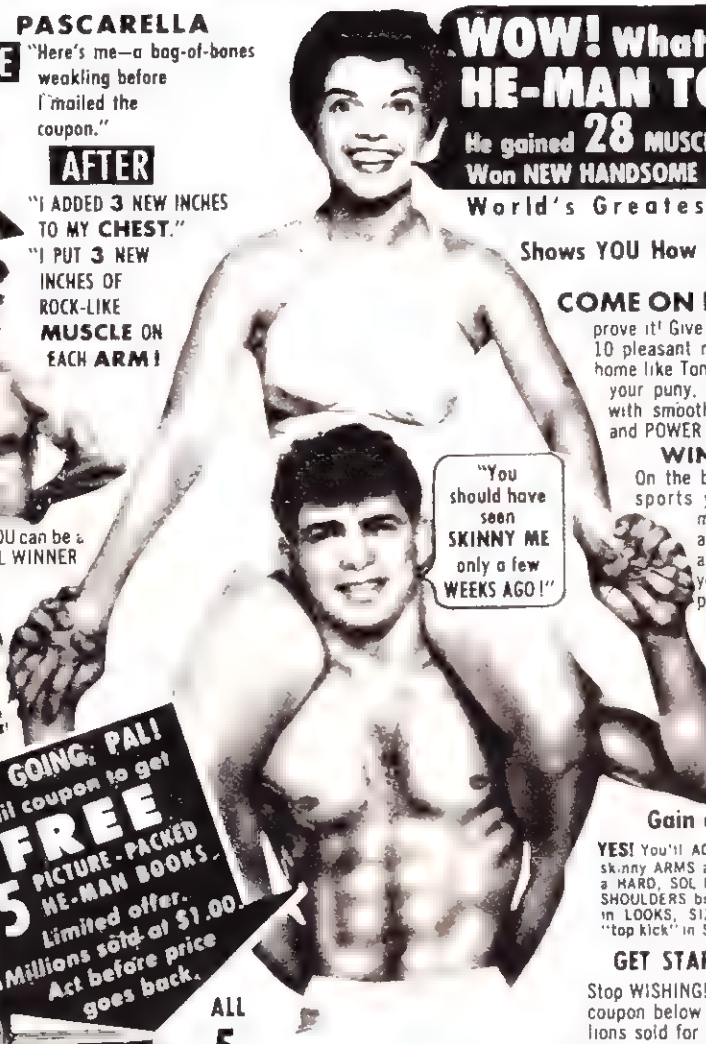
It's easy with Jowett Training! Mail Coupon To See How!

WOW! What an AMAZING HE-MAN TONY IS *NOW!*

He gained **28** MUSCLE-PACKED POUNDS all over! Won NEW HANDSOME LOOKS... NEW POPULARITY.

World's Greatest Builder of HE-MEN

Shows YOU How in **10** MINUTES OF FUN A DAY!



"You should have seen SKINNY ME only a few WEEKS AGO!"

COME ON PAL! Now YOU make me prove it! Give my easy, quick course just 10 pleasant minutes a day in your own home like Tony did. In a few short weeks your puny, old frame will come alive with smooth, giant HE-MAN MUSCLES and POWER to make you PROUD!

WIN CHEERS Not JEERS

On the beach, in the gym, on the job, in ALL sports your new rippling, strong-as-iron muscles, new jetline body will win envy, admiration, bring you SUCCESS. Tested and proved Jowett training will bring you new men and women friends, new popularity everywhere you go.

NO! I don't care how skinny or flabby you are. I'll make you OVER by the SAME secret method I turned myself from a wreck to the strongest of the strong. I can do for you what I do each year for MANY THOUSANDS of weaklings like Tony was.

DEVELOP YOUR 520 MIGHTY MUSCLES

Gain or Lose Pounds, INCHES FAST!

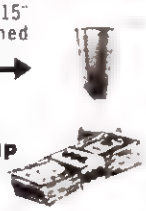
YES! You'll ADD INCHES of shapely MUSCLES to your skinny ARMS and CHEST . . see your fat melt away to a HARD, SOLID body in fighting trim. Your BACK and SHOULDERS broadened. From head to heels you'll gain in LOOKS, SIZE, STAMINA, SEX APPEAL . . you'll be "top kick" in SPORTS, BUSINESS, in anything you tackle!

GET STARTED *NOW!* MAIL COUPON

Stop WISHING! You can do it. Mail NOW the ALL-FREE coupon below as I did. Get ALL 5 BOOKS FREE (millions sold for $1.00) while limited offer lasts. Learn HOW you can WIN $100 and a big 15" silver cup as a Jowett trained CHAMPION!

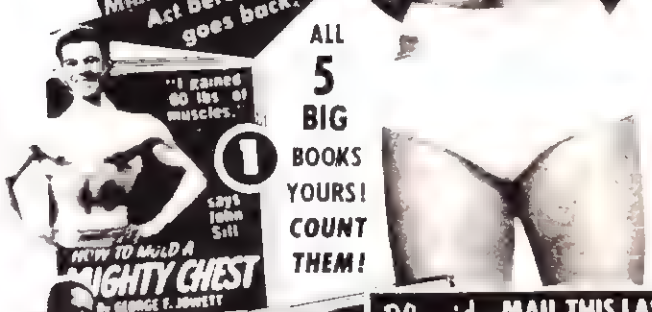
YOU CAN WIN

A BIG 15" TALL SILVER CHAMPION CUP and $100 IN CASH as I just did!



GET GOING, PAL! Mail coupon to get FREE 5 PICTURE-PACKED HE-MAN BOOKS. Limited offer. Millions sold at $1.00. Act before price goes back.

ALL 5 BIG BOOKS YOURS! COUNT THEM!


"I gained 60 lbs. of muscles."
says John Sill
HOW TO MOLD A MIGHTY CHEST
By GEORGE F. JOWETT
"I added 7 inches to my CHEST 5 inches to each ARM," says Johnie Jackson
HOW TO MOLD A MIGHTY ARM
By GEORGE F. JOWETT
HOW TO MOLD A MIGHTY BACK
By GEORGE F. JOWETT
HOW TO MOLD-A MIGHTY GRIP
By GEORGE F. JOWETT
HOW TO MOLD MIGHTY LEGS
By GEORGE F. JOWETT

SPECIAL! IF YOU ACT AT ONCE, I will ALSO send FREE a BIG thrilling book of PHOTOS of strong men and boys I have changed from unhappy WEAKLINGS to happy, vigorous HE-MEN.

Do as I Did MAIL THIS LAST CHANCE—ALL FREE COUPON TODAY!

And get 1. FIVE HE-MAN BOOKS; 2. MUSCLE METER; 3. PHOTO BOOK

Dept. MA-77

JOWETT INSTUTE OF PHYSICAL TRAINING
220 FIFTH AVENUE, NEW YORK 1, N. Y.

Tell Me How To WIN $100. etc.

Jowett Courses praised as World for Building All-Around HE-MEN by P. Bailey, Physical Director

Dear George Please send me FREE a Muscle Meter and all 5 books in one volume on How to Become a Mighty HE MAN." For extra promptness, also send Jowett's PHOTO Book of Strong Men. Enclosed find 10¢ FOR POSTAGE AND HANDLING. (No C.O.D.'s) Please tell me how I can start your training and get the results that Tony did.

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MAIL NOW! SAVES YOU YEARS and DOLLARS!

ALL
5
BIG
BOOKS
YOURS!
COUNT
THEM!
"I gained 60 lbs of muscles"
says John Sill
1
HOW TO MOLD A
MIGHTY CHEST
By GEORGE F. JOWETT
"I added 7 inches to my CHEST 3 inches to each ARM" says Jobie Jackson
2
DO as I Did
HOW TO MOLD A
MIGHTY ARM
GEORGE F. JOWETT
4
HOW TO MOLD A
MIGHTY GRIP
By GEORGE F. JOWETT
3
5
HOW TO MOLD
MIGHTY LEGS

For Boys - Girls - Hunters - Campers - Everybody!

THE MOST AMAZING SUN WATCH IN THE WORLD!

JUST LOOK AT WHAT IT DOES!

TELZALL 9 IN 1

THE TIMEPIECE OF ADVENTURE!

1. TELLS TIME the truly scientific sun dial way

2. WEATHER FORECASTER secretly concealed, changes colors to predict weather

3. GLOW-IN-THE-DARK COMPASS tells directions day or night

4. STRAP is durable plastic 8" measure

5. 6-POWER MAGNIFYING and burning glass, secretly concealed

6. WORLD'S SMALLEST BALL POINT PEN writes thousands of words

7. SIGNALLING DEVICE on the back watch

8. MORSE CODE engraved on the back

9. CONSTELLATIONS Chart shows how to find the North Star

Amazing Value $1.98

You'll be the envy of all your friends when you wear this sensational 9-way wonder — the amazing, patented new TELZALL SUN WATCH. It's the only watch of its kind in the world. This tickless time piece tells the sun time . . . nothing to go out of order

The gracefully designed case of gleaming jeweler's bronze with durable red plastic 8" measuring strap looks like an expensive watch on your wrist. The weather forecaster and the magnifying and fire-starting glass are secretly concealed inside the case.

You'll marvel at the other fascinating features of this wonderful new invention. It may even save your life—with the Morse Code permanently engraved on the back, a glow-in-the-dark compass, signalling mirror, all right on your wrist in case of emergency! What fun, too, being able to predict the weather at a glance, measure objects, write with the world's smallest ball point pen, and locate the North Star and other constellations. Don't delay – rush your order today to be sure of prompt delivery.

SEND NO MONEY Wear the 9-in-1 Telzall Sun Watch on your wrist. See how perfectly it operates. If you don't agree it's worth many dollars more than the small cost, simply return within 10 days for full refund of purchase price.

MONEY-BACK GUARANTEE — MAIL TODAY

TELZALL, 430 N. Michigan Avenue, Chicago 11, Ill.

© 1950 Arkay Enterprises

Patent Pending

10-DAY TRIAL COUPON

TELZALL, Dept. W-307
430 N. Michigan Ave., Chicago 11, Ill.

Gentlemen: Rush ☐ 9-in-1 Telzall Sun Watches described above— on your no-risk 10 day money back guarantee offer. On delivery I will pay postman only $1.98 each plus C.O.D. postage, with the understanding that if I am not completely satisfied I may return within 10 days for full refund of purchase price.

Name _____
(please print)

Address _____

City _____ Zone _____ State _____

☐ I enclose $1.98 for each—send the Telzall 9-in-1 Sun Watch all postage charges prepaid—on money back guarantee

DRAW ME!

Try For A Free $280 Art Course!

5 PRIZES! 5 Complete $280 Art Courses, including Drawing Outfits!

Draw the girl and try for a prize! Find out if you have profitable art talent. You've nothing to lose—*everything to gain*. Mail your drawing today!

Amateurs Only! Our students not eligible. Make copy of girl 5 ins. high. Pencil or pen only. Omit lettering. All drawings must be received by Dec. 31, 1952. None returned. Winners notified.

BONUS FOR PROMPTNESS!
Mail drawing in next 3 days—we'll send you valuable folder on How to Start in Commercial Art—FREE!

ART INSTRUCTION, INC., Dept. 10502-1
500 S. 4th, Minneapolis 15, Minn.

Please enter my attached drawing in your December drawing contest. (PLEASE PRINT)

Age_____
Name_____ Phone_____
Address_____
City_____ Zone____ County_____
State_____ Occupation_____

SEND TODAY

FUN FOR ALL!!!

PUNCHO

THE FIGHTING CLOWN

Hey kids! Here's real fun, lots of action, real sport with PUNCHO — colorful, lively, animated punching bag. Knock it down, it always comes back at you for more! An ideal rocking dummy — wrestling partner — sparring partner. Punched against a wall it becomes a rapid punching bag. Perfect as an exerciser and trainer, indoors or out. Made of extra heavy long lasting vinyllite, over 52 inches tall, with metal valve for easy inflation. SEND NO MONEY. C.O.D., you pay postage. Remit with order, we pay postage.

RAPID FIRE AGAINST WALL

EXCITING PUSH-BACK GAMES

PUSH YOUR ORDER TODAY

IMAGINE ONLY $1.98

"KABLE KAR"

WATCH IT CLIMB AND GO!

- Powerful Clock-Like Mechanism
- All Metal — Brilliant Colors
- Over 5 ft. of Track, Scenic Mountains

Amazing "KABLE KAR" zooms over the tracks — speeds across bridges — climbs up mountains and shoots down the other side. You'll be amazed at its sensational feats! Powerful motor keeps it traveling over its exciting course again and again. Hours of thrill-packed entertainment for the whole family! **ORDER TODAY! SEND NO MONEY.** Remit with order and we pay postage, or C.O.D. plus postage. If not satisfied, return within 5 days for refund.

IMAGINE ONLY $2.98

Thrilling model TWA Constellation actually flies by remote control! Even 3-year-olds can fly it, land it perfectly, do tricky manoeuvers. Dad, of course, will love it! It's action packed excitement that will thrill you for hours. Watch it circle 'round and 'round — zipping as fast as the Constellation seems to! Perfect for indoor or outdoor fun, it's the sensational new air craze that will sweep the country. Order yours now!

SEND NO MONEY

Remit with order and we pay postage or C.O.D. plus postage. Money refunded in 5 days if not completely satisfied

IMAGINE ONLY $2.98

Hello! I'm SANDY! I drink I wet I sleep and you can WAVE MY HAIR!

FREE HAIR WAVE KIT!

SENSATIONAL DRINK AND WET DOLL in washable rubber WONDERSKIN with life-like hair and realistic hair-wave kit complete with • plastic curlers, • rubber waving bands, • waving end papers, plastic comb and • • bottle of doll hair lotion. ADORABLE SANDY, 11 inches tall, has sparkling blue eyes that open and close — she drinks from her bottle with rubber nipple (included) and then wets her diaper. You can bathe her — move her cuddly arms, legs and head — make her stand, walk and sleep.

IMAGINE ONLY $3.98 complete

SEND NO MONEY

(C.O.D. you pay postage. Remit with order, we pay postage.)

PUSH YOUR ORDER TODAY

ORDER NOW

NOVELTY MART Dept. M-75

59 East 8th Street, New York 3, N. Y.

Gentlemen: Please send me the following

Enclosing ☐ Check or M. O. ☐ C.O.D. plus postage

☐ Kable Kar	$2.98	☐ Kid Puncho	$2.98
☐ Sandy	$3.98	☐ Remote Control Plane	$2.98

Name _____ (Print Plainly)

Address _____ City _____ State _____

Yes sir fellows, this year **BANNER** offers you a selection greater than ever before at the old price of only $4.95. Like everything else the cost of fireworks has gone up. But because you have faithfully year after year continued to buy your fireworks from **BANNER**, it has enabled us to give you this year a greater selection, a greater value without increasing our price to you. In addition to all your old favorites this selection contains the newest creations in Fireworks.

PRE-TESTED FIREWORKS

Remember every piece of fireworks from **BANNER** must first pass the Famous **BANNER** test for noise, beauty and sure-firing. When you buy from Famous **BANNER** you get **SALUTES** that sound like a bursting shell. **BOMBS** that burst like crash of thunder. **FIRECRACKERS** with a deafening bang. **ROCKETS** that are more beautiful. **CANDLES** that amaze with their beauty as they burst in the air. **BLOCK BUSTERS** that are heard for blocks. **SIREN AERIAL BOMBS** that screech as they zip through the air and explode with a thundering noise. **BATTLE IN THE CLOUDS** they fight it out high in the air. **ZIG ZAG WHISTLES** that whistle and scream as they race madly around. Things the kind of beauty and action you get when you buy your fireworks from **BANNER**.

ORDER EARLY—BE SURE

Get your order in now and avoid the rush that is sure to come later. Fill out the convenient coupon today, or write on a piece of paper the number of assortments you want (1 or more). Sign your name and address and enclose Money Order or Certified Check for full amount. (No C.O.D. Shipments.) All fireworks are sent Express.

BANNER FIREWORKS CORPORATION • Dept. U-67
446 CAPISTRANO **TOLEDO 12, OHIO**

QUICK ACTION ORDER BLANK

BANNER FIREWORKS CORPORATION, DEPT. U-67
446 Capistrano **Toledo 12, Ohio**

Enclosed find_____ Send me_____ of your

De Luxe assortments by Express P.O.E. Toledo

Name_____

Street_____

City_____ State_____

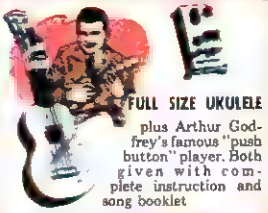
Express Office if different from above_____

Big 4-Bat TABLE TENNIS SET

Official size set with 4 Bats, 2 Balls, net, posts and rules of play. All you need for the game of Doubles or Singles

"JET SWISHER"
A Ready-to-Fly Jet Airplane

Nothing to build. Just attach wings, light fuse and away it goes. Flies 500 ft. high. Comes complete with engine and jet fuel.



FULL SIZE UKULELE

plus Arthur Godfrey's famous "push button" player. Both given with complete instruction and song booklet

CHEMCRAFT CHEMISTRY SET

You can perform eye-opening feats of "Chemical Magic" with this exciting new Chemcraft Chemistry Set. Magic book, instructions included free

GRALETT WRIST WATCH
For Boys and Girls

A guaranteed watch. Handsome Chromium case, unbreakable crystal, genuine leather strap. This attractive wrist watch is given without cost

I'M "UNCLE" HARRY

I Will Send You PRIZES Like These

WITHOUT ONE CENT OF COST

20 PIECE FISHING OUTFIT

This great outfit includes 4 ft. glass rod, strong pistol grip handle, nylon line, click reel, hooks, all accessories.

Official-Size • Official-Weight BASKETBALL

Sturdy valve-type ball. For indoor or outdoor use

I have been helping boys and girls get prizes and earn money for 37 years. Shown here are just a few of the wonderful prizes you can get without a cent of cost for selling my famous Vegetable and Flower Seed Packs. Any of these prizes or your choice of over 50 others shown in my Free Prize Book are given for selling just one 40 pack order of Seeds at 15c a pack. Many boys and girls sell their packs in one day and get their prizes at once.

Hurry—Be First in Your Neighborhood

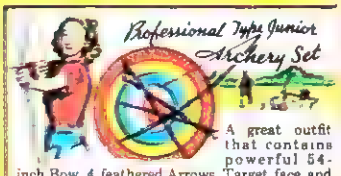
Everybody wants American Seeds—they're fresh and ready to grow. You'll sell them quickly to your family, friends and neighbors and get your prize at once, or, if you want to make money, keep $2.00 in cash for each 40 pack order you sell. GET BUSY, send coupon today for my Big Prize Book and Seeds.

Send No Money — I Trust You

Paste coupon on postcard or mail in envelope to AMERICAN SEED COMPANY, DEPT. 507, LANCASTER, PA.

Prize Winner Gary Fisher says:

"I hardly know how to thank you for the $250 first prize and the Archery Set, Flash Camera and other prizes. Selling American Seeds was easy and it sure did pay off."



Professional Type Junior Archery Set

A great outfit that contains powerful 54-inch Bow, 4 feathered Arrows, Target face and complete instructions

ACRO FLASH CAMERA with Film

This swell outfit includes Camera, Flash Gun and free Film. Has Graf Lens. Takes pictures black and white or color. Makes beautiful enlargements

Here it is—THE GOLDEN TRUMPET

Heavy gold-plated, over 13" long. Play bugle calls, marches and songs without lessons. Case and instructions included

PRETTY TRAVEL CASE

Overnight Case with removable tray. Has mirror, lock and key.

GOLD-PLATED LOCKET SET

Pretty necklace with matching expansion bracelet, both gold plated. Each locket opens and holds two photographs

AIR CHAMP RADIO KIT

A genuine crystal radio. Build it. Use it. Listen to your favorite radio program.

RANGER AXE 'n' KNIFE KIT

An all-purpose Axe 'n' Knife Kit in double leather belt sheath. Axe and knife made of tough carbon steel. Great kit for outdoors

Complete MICROSCOPE OUTFIT

A precision-built Microscope Outfit. Has 60 power optical lens, slide glass and specimens. Don't miss this great outfit.

EXTRA! $1500 IN GRAND PRIZES

1st PRIZE $250 | 2nd PRIZE $150 | 3rd PRIZE $100

You are eligible to win. Send coupon for facts.

MAIL THIS—Send No Money

"Uncle" Harry Bard, AMERICAN SEED CO.
DEPT. 507, LANCASTER, PENNA.

Please send me your BIG PRIZE BOOK and one 40-pack order of American Vegetable and Flower Seeds. I will resell them at 15c a pack, send you the money and choose my prize

Name_____

Address_____

Town_____ State_____

MEDICAL DOCTOR says:

"FAT MEN & WOMEN
who are normally overweight, will be amazed to discover this safe, pleasant, scientific way to lose ugly fat and get a slimmer, more attractive figure."

CHEW IMPROVED FORMULA KELPIDINE CHEWING GUM

REDUCE

UP TO 5 lbs. A WEEK

It's really FUN to REDUCE with KELPIDINE CHEWING GUM! This amazing, pleasant tasting chewing gum way to reduce helps you lose ugly fat and take off weight without hardships. It's the scientific, safe way to lose up to 5 lbs. a week. Best of all, with Dr. Phillips KELPIDINE CHEWING GUM REDUCING PLAN, you eat 3 tasty, well-balanced meals every day, and only when you are tempted to take a fattening snack, you chew KELPIDINE CHEWING GUM instead, which contains only 3 calories in each delicious piece. KELPIDINE CHEWING GUM is wonderful because it pleases your sweet-tooth, yet helps to keep you on Dr. Phillips Reducing Plan, which helps you lose ugly fat and reduce weight.

LOSE 10 - 20 - 30 LBS.

Men and women everywhere are losing as much weight as they wish since they discovered this amazing, scientific way to reduce. You can take off 10-20-30 lbs. and still eat 3 tasty, well-balanced meals every day. It's really FUN to REDUCE with the Dr. Phillips KELPIDINE CHEWING GUM REDUCING PLAN. Why even think of any other way to reduce when you can lose pounds and inches and have fun doing it. Don't just wish for a slimmer more attractive figure! You can easily reduce to a beautiful, slim, glamorous figure, which will give you poise, win new friends, romance and popularity. Don't deny yourself what you've been wishing for . . . send for your 25 day supply of Improved Formula KELPIDINE CHEWING GUM and Dr. Phillips Reducing Plan this very minute. 100% guaranteed!

You must lose weight . . . up to 5 lbs. a week . . . or YOU DON'T PAY ONE PENNY. Your friends . . . your mirror . . . and your scale must tell you that you have lost ugly fat and excess weight or your money back. What can you lose but unwanted pounds and inches, so send the coupon right away.

It's FUN to REDUCE with KELPIDINE CHEWING GUM!

- NO DRUGS
- NO STARVING
- NO MASSAGE
- NO EXERCISE
- NO STEAMING
- NO LAXATIVES

25 Day Supply Only $2.98

Mail the coupon now! Test the amazing Dr. Phillips KELPIDINE CHEWING GUM REDUCING PLAN for 10 days at our expense. If after 10 days your friends, your mirror and your scale do not tell you that you have lost weight and look slimmer you pay nothing.

FREE! A full 25 day package will be given FREE with a 50 day supply for $5.95. That's actually a 75 day supply for only $5.95.

AMERICAN HEALTHAIDS COMPANY, Dept. CH-314
318 Market Street, Newark, N. J.

Just mail us your name and address, and $2.98 cash, check or money-order. You will receive a 25 day supply of KELPIDINE CHEWING GUM (improved Formula), and Dr. Phillips Reducing Plan postage prepaid.

NAME .....

ADDRESS .....

CITY ..... STATE .....

☐ Send me Special 50 day supply and FREE 25 day package for $5.95.
I understand that if I am not delighted with KELPIDINE CHEWING GUM and Dr. Phillips Reducing Plan, I can return in 10 days for full purchase price refund.

MOON-Glo

In Rich,
Crease-Resistant
Silky Jersey

YOU'LL look like Cinderella in her gayest moment in this dramatic dress. The deep neckline with its gorgeous flower will express your charm, the smart wide self-belt with eyelets will trim your delicate waist and the full, FULL accordion-pleated skirt will make you swing like a ballerina. Superbly made of rich crease-resistant SILKY JERSEY

IN BLACK, WHITE
NAVY, CORAL
and VIOLET

Only
$6.98

Sizes: 11 to 17
12 to 20
16½ to 24½

ANNETTE FASHIONS, DEPT G83
45 EAST 17th STREET, NEW YORK 3, N. Y.

Please rush "MOON-Glo" on approval. If not delighted, I may return it within ten (10) days for refund of purchase price

☐ I enclose $_____ you pay postage

☐ Send C.O.D. I'll pay $_____ plus postage

Size_____ 1st color choice_____ 2nd color choice_____

Name (Print)_____

Address_____

City_____ Zone_____ State_____

SEND NO MONEY

10 DAY FREE TRIAL

SKINNY GIRLS ARE NOT GLAMOUR GIRLS!

HOW TO ADD Glamorous Curves TO YOUR FIGURE

IF you are a normal, healthy underweight person and are ashamed of your skinny, scrawny figure, NUMAL can help you add pounds and pounds of firm, attractive flesh to your figure.

For NUMAL, a doctor-approved formula, contains essential minerals, vitamins and nutrients that may aid your appetite. Then you eat more and enjoy what you eat. But that isn't all. NUMAL contains a food element which is also a great help in putting on weight. So don't let them snicker at your skinny, scrawny figure. A skinny, scarecrow figure is neither fashionable nor glamorous. Remember, the girls with the glamorous curves get the dates. So start NUMAL today. You'll love the taste . . you'll love the results. SEND NO MONEY. Just your name and address. When postman delivers NUMAL in plain wrapper, pay him only $2 plus postage and C.O.D. fees. Note: You save a.. postal charges if you send $2 with order.

These are excerpts from unsolicited and unpaid for testimonials . .

"Prior to using NUMAL . . I was underweight and nervous . . I have gained 20 pounds and feel fine now."
Mrs. H. S., Rolla, Mo.

". . NUMAL has made me keep so much better and has improved my appetite very much."
S. A. L., Sanford, Fla.

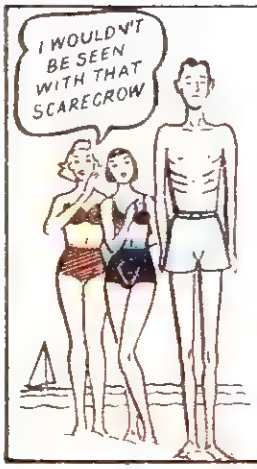
"I am so delighted with NUMAL . . it has improved me very much . . my friends just rave at me."
M. W., Waycross, Ga.

"I am feeling fine and I can now eat three meals a day. Before I started taking NUMAL I was only eating very little but now I have a good appetite."
Mrs. M. D. C., Baton Rouge, La.

". . I have used NUMAL . . I have gained 15 lbs. . . look better and feel better."
Mrs. C. L., Rutland, Vt.

Medically Checked and Approved!

NOTE: The NUMAL formula has been double checked by one of America's foremost research laboratories. And by our Medical Director and well known New York practicing physician. All medical statements in this ad have also been checked by our own Medical Director for accuracy.



Make no mistake about it—a skinny, scrawny body is no asset in social, business or sports life. So if you are a normal, healthy underweight person, give NUMAL a chance to build you up, put firm flesh on your frame. It's guaranteed—it must help you or your money back. You'll like NUMAL. It tastes good, does good. Order yours today.

USE CONVENIENT COUPON NOW

MONEY-BACK GUARANTEE!

If you aren't pleased with results after using one bottle of NUMAL, you get your money back. Fill in and mail coupon now.

U. S. NATURE PRODUCTS CORP
3560 Broadway, Dept. 97 G New York 31, N. Y.

SEND NO MONEY! ORDER ON APPROVAL!

MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP
3560 Broadway, Dept. 97 G New York 31, N. Y.

Send me [illegible] of NUMAL with the understanding I may return the [illegible] for refund if not satisfied. Instead of sending money, I will pay postman $2.00 plus C.O.D. and postage.

Name _____

Address _____

City _____ Zone____ State _____

NOTE: If you want to save all postal charges, just send $2 check or money order and we will pay all postage and C.O.D. charges. Same money-back guarantee.

Sorry, no foreign orders cannot be sent C.O.D. Send International Money Order.

Make Your

LAMPS

Into

CHRISTMAS TREES

cleverest decorating idea in years!

Now you can bring Hollywood's famous "Christmas Tree Lane" right into your home. These perfect replicas fit over any lamp in place of your regular shade.. Make all your lamps into Christmas trees and spread the Holiday Spirit throughout your house. Ideal for children's room, window decoration, small apartments, etc. Beautifully lithographed in forest green with white "snow" on branches that stand out for easy decorating. Can be used for many years. Complete with simple illustrated instructions. At this low price you'll want several. Order now . . .
Sorry, No C.O.D.'s
17 inches high 17 inches diameter

only **$1.00** postpaid

FREE
With each order of 2 or more shades, you'll receive FREE, a 12-page book of the world's most popular Hymns and Carols . . . words and music

CLIP AND MAIL

XMAS TREE LAMPSHADES Dept. X-211
114 East 32 St., New York 16, N. Y.

Please send me ____ Xmas Tree Lampshades for which I enclose $____

Check ☐ Cash ☐ Money Order ☐

Name _____

Address _____

City _____ Zone____ State_____

KILL THESE HAIR-DESTROYING GERMS WITH WARD'S FORMULA

NOTHING, *Absolutely nothing known to Science can do more to*

SAVE YOUR HAIR

Beware of your itchy scalp, hair loss, dandruff, head scales, unpleasant head odors! Nature may be warning you of approaching baldness. Heed Nature's warning! Treat your scalp to scientifically prepared Ward's Formula.

Millions of trouble-breeding bacteria, living on your sick scalp (see above) are killed on contact. Ward's Formula kills not one, but *all* four types of these destructive scalp germs now recognized by many medical authorities as a significant cause of baldness. Kill these germs—don't risk letting them kill your hair growth.

ENJOY THESE 5 BENEFITS IMMEDIATELY

1. Kills these 4 types of germs that retard normal hair growth—*on contact*
2. Removes ugly infectious dandruff—*fast*
3. Brings hair-nourishing blood to scalp—*quickly*
4. Stops annoying scalp itch and burn—*instantly*
5. Starts wonderful self-massaging action—*within 3 seconds*

Once you're bald, that's *it*, friends! There's nothing you can do. Your hair is gone forever. So are your chances of getting it back. But Ward's Formula, used as directed, keeps your sick scalp free of itchy dandruff, seborrhea, and stops the hair loss they cause. Almost at once your hair looks thicker, more attractive and alive.

We don't ask you to believe us. Thousands of men and women—first skeptical just as you are—have *proved* what we say. Read *their* grateful letters. Study the guarantee—it's *better* than a free trial! Then try Ward's Formula at *our* risk. Use it for only 10 short days. You must enjoy *all* the benefits we claim—or we return not only the price you pay—but DOUBLE YOUR MONEY BACK. You be the judge! © Ward Laboratories Inc., 19 West 44th St., New York 36, N. Y.

TO SAVE YOUR HAIR ACT NOW
Send coupon today for 10-day offer. Send No Money

I must admit I didn't have much faith in it, but I hadn't been using Ward's one week before I could see it was helping me. I could feel my hair getting thicker.
S. K., Cleveland, Ohio

Out of all the Hair Experts I went to, I've gotten the *most* help from one bottle of Ward's Formula.
C. La M., Philadelphia, Pa.

After using Ward's for only 12 days, my hair has stopped falling out.
R. W. C., Cicero, Ill.

I am tickled to death with the results. In just two weeks' time—no *dandruff!* *W. T. W., Portola, Cal*

I feel encouraged to say that the infuriating scalp itch which has bothered me for 5 years is now gone.
J. M. K., Columbus, Ohio

Guarantee

This written guarantee entitles you not only to return of price paid for Ward's Formula, but Double Your Money Back unless you actually SEE, FEEL and ENJOY all benefits herein claimed in only ten days. The test is at our risk. All you do is return unused portion or the empty bottle unless completely satisfied.

SEAL

Ward Laboratories Inc.

ACT TODAY or YOU MAY BE TOO LATE!

Ward Laboratories Inc.,
19 West 44th St., 6111-F, New York 36, N. Y.

Rush Ward's Formula to me at once. I will pay postman two dollars plus postage. I must be completely satisfied within 10 days or you GUARANTEE refund of DOUBLE MY MONEY BACK upon return of bottle and unused portion

Name .....
Address .....
City ..... Zone..... State.....

☐ Check here if you enclose $2.00 with order, and we will pay postage. Same refund offer holds, of course. *APO, FPO, Canada & Foreign add $0., no C.O.D.s*

DOUBLE YOUR MONEY BACK GUARANTEE

PLAY PIANO THE FIRST DAY... OR DON'T PAY!

Here's Your Chance to BE POPULAR!

I'M CERTAINLY MISSING A LOT OF FUN, AND DATES, TOO. IF I COULD ONLY PLAY THE PIANO THE WAY BETTY DOES. 'WONDER HOW SHE LEARNED SO FAST? I'LL ASK HER THE FIRST CHANCE I GET.

MARY, I NEVER TOOK A LESSON IN MY LIFE - BUT NOW I CAN PLAY WELL, THANKS TO THE AUTOMATIC CHORD SELECTOR AND THE DEAN ROSS SIMPLE ABC METHOD. YOU OUGHT TO TRY IT!
IF IT'S AS EASY AS YOU SAY AND IT ONLY COSTS 1/98 I'LL SEND FOR IT RIGHT AWAY!

"I learned to play a song in 10 minutes."
—A.C.C., Washington

"Even if one never played a note it is easy."
—C.G.H., New Hampshire

"Now I can play sheet music beautifully."
—E.S., New York

Hundreds of thankful, enthusiastic letters like these are in our files

New, PATENTED AUTOMATIC CHORD SELECTOR Guides Your Fingers

You, too, can play piano with BOTH hands, in no time at all! Thousands have learned to play this fast, easy way. With the amazing, new invention, the AUTOMATIC CHORD SELECTOR there's really nothing to it. Before long you're playing songs everyone enjoys... from Hit Parade numbers and hymns to beautiful old ballads.

This is no trick method. You actually learn to read and play any sheet music. And, the patented AUTOMATIC CHORD SELECTOR guides your fingers every note of the way. No scales, no exercises, no dreary practicing. You actually play the minute you sit down at the piano. You gain ease, assurance and a professional style as you go through the 30 lessons and 40 songs.

Instead of paying the studio charge of $5 a lesson, you can enjoy the 30 lessons, $150 worth, in the privacy of your home for just $1.98. The Dean Ross Piano Course can open up a whole new world of happiness. Now you can be the "hit" of every party... the center of attraction wherever you go. Don't delay another minute, mail the FREE-TRIAL Coupon NOW!

NO SCALES!
NO EXERCISES!
YOU PLAY INSTANTLY!

PATENT No. 2,473,222

Complete Course only $1.98 — Including the PATENTED AUTOMATIC CHORD SELECTOR
No Extras — SEND NO MONEY!

You have 10 full days to prove to yourself the value of the Dean Ross Piano method. When the complete course with its 30 clearly illustrated lessons (worth $150 at the studio) and 40 favorite songs, together with the patented AUTOMATIC CHORD SELECTOR is delivered, pay postman just $1.98 plus postage. Try the course for 10 days with the understanding that you must learn to play with both hands or your full purchase price will be refunded at once. The patented AUTOMATIC CHORD SELECTOR is yours to keep in any event. You have nothing to lose and popularity and fun to gain, so mail coupon today!

DEAN ROSS PIANO STUDIOS INC., Dept WCG-12,
45 West 45th Street New York 36 N. Y.

10-Day FREE TRIAL COUPON — Mail Today!

DEAN ROSS PIANO STUDIOS, INC., Dept WCG-12,
45 West 45th Street, New York 36 N. Y.

Send the PATENTED AUTOMATIC CHORD SELECTOR with the complete Dean Ross Piano Course consisting of 30 illustrated lessons and 40 popular songs. On delivery will pay postman only $1.98 plus postage. If not completely thrilled I may return the Course in 10 days for immediate refund of purchase price. The PATENTED AUTOMATIC CHORD SELECTOR is mine to keep.

Name _____

Address _____

City & Zone _____ State _____

☐ SAVE MONEY! Enclose $1.98 and we pay postage. Same Refund Guarantee

BOYS LOOK! A NEW TOY!

Genuine OCD Toy

GAS MASKS

WAR SURPLUS—JUST RELEASED BY U. S. GOVT.

- ★ *A Sensational Toy Value*
- ★ *Plastic Shatter-Proof Goggles*
- ★ *Real Elastic Head Bands*
- ★ *Rubber Covered Fabric Face*
- ★ *Air Intake and Exhaust Valves*
- ★ *Loads of Fun and Useful, Too*

Greatest 'toy' sensation in years. War Surplus! Brand new OCD Gas Masks. Loaded with fun and play value. Big plastic shatter-proof goggles. Adjustable elastic head bands. Face of rubber covered fabric. Use it in all your games. Be the first among your playmates to have one.

$1

CANVAS BAG INCLUDED

Each mask comes packed in a fine canvas bag with snap button fastener and shoulder strap. Use the bag for school books, lunches, etc.

MAIL TODAY

Kahn Co., Dept. B
430 N. Michigan Ave.
Chicago 11, Illinois

Dear Sirs:

Please rush 1 gas mask to me. I am enclosing $1.00 plus 15¢ postage in full payment.....2 for $1.98

Name.....

Address.....

City.....State.....

Enjoy Hilarious Monkey-Shines at your next Masquerade Party

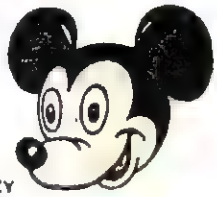
WITH THESE AMAZING LIFE-LIKE

RUBBER MASKS

CLOWN $2.95

COVER ENTIRE HEAD . . . LAST FOR YEARS . . . SO LIFELIKE PEOPLE GASP WITH AMAZEMENT AND DELIGHT...

Mold-Art Rubber Masks are molded from best grade natural flexible rubber. They cover the entire head. Yet you see thru the "eyes." The mouth moves with your lips . . . you breathe . . . smoke . . . talk . . . even eat thru it. Hand-painted for realism. Wonderful for every dress-up occasion—for parties or gifts. Fun for children and adults alike.

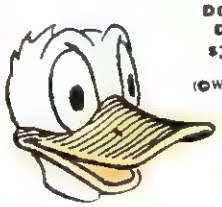


MICKEY MOUSE $3.95 (©Walt Disney Prod.)

SATAN $2.95

Minstrel Black Face $2.95

BOY! WOULD I HAVE FUN WITH THAT MONKEY FACE
YOU'RE FUNNIER WITH YOUR OWN
THE MYSTERY MONKEY MAN SURE HAS THE GIRLS ALL AGOG
WHO IS HE AND WHERE DID HE GET THAT MASK?



DONALD DUCK $3.95 (©Walt Disney Prod.)

MASKS AVAILABLE

IDIOT MONKEY LADY KILLER
CLOWN OLD MAN OLD LADY 4 EYES
TRAMP SATAN BLACK FACE
MONSTER MAN SOPHISTICATED LADY
All masks above are $2.95 each
MICKEY MOUSE MINNIE MOUSE
DONALD DUCK *at $3.95 each*
Special Santa Claus at $4.95

IDIOT . . $2.95

Yes, here is Halfwit in all his goofiness. People howl with laughter when you put on this life-like mask

MONKEY $2.95

RUSH COUPON NOW

Just mail coupon ORDER MASKS BY NAME as listed in this ad All masks priced $2.95 except Santa Claus ($4.95) and Mickey Mouse, Minnie Mouse and Donald Duck (at $3.95 each) When package arrives pay postman the price plus C O D. postage (we pay postage if cash is sent with order). Sanitary laws prohibit return of worn masks All Masks guaranteed perfect

RUBBER-FOR-MOLDS, INC.
6044 Avondale Avenue, Dept.171M, Chicago 31, Illinois

Rubber-For-Molds, Inc., 6044 Avondale Ave., Dept.171M, Chicago 31, Ill.

Send me the Masks checked Below

- ☐ Idiot ☐ Monkey ☐ Lady Killer
- ☐ Clown ☐ Old Man ☐ Old Lady
- ☐ 4 Eyes ☐ Tramp ☐ Satan
- ☐ Black Face ☐ Monster Man
- ☐ Sophisticated Lady
- ☐ Mickey Mouse
- ☐ Minnie Mouse
- ☐ Donald Duck
- ☐ Santa Claus

( ) Ship C O D, I will pay postman the price plus C O D postage
( ) Ship postpaid. Payment in full enclosed herewith

NAME _____
(Print Plainly)
STREET _____
CITY _____ Zone ___ State ___

dren and adults alike.

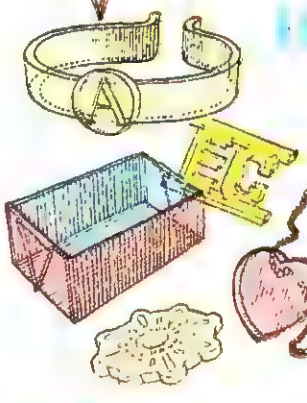
NEW SENSATIONAL OFFER TO READERS!

FOR A LIMITED TIME ONLY

Now— YOU CAN MAKE $100 WORTH OF VALUABLE PLASTIC OBJECTS

THINK of it! Without experience, you can easily make hundreds of beautiful gifts, novelties and valuable things out of plastic . . . more exciting is the fact that you turn spare-time fun into profit. A thrilling, educational hobby for boys, girls and adults. Either make these amazing crafts for home decorations, personal wear or to sell to friends and neighbors . . . the beautiful colors will astonish everyone.

for only $1.98 PLUS POSTAGE



EASY TO DO WITH PLASTIKIT

PLASTIKIT comes to you complete in every detail. The magic of making valuable things with plastic is unfolded in simplified form so that you must master the making of the objects of your choice quickly, easily and in a professional-like manner. There is no mess and no bother. We furnish everything . . . nothing else to buy. Included are sufficient supplies for making any of 1000 useful items.

ACT QUICKLY AND WE INCLUDE FREE WITH YOUR ORDER

You get 2 valuable booklets. Booklet No. 1, "It's Fun To Make It Yourself With Plastic." This is our complete course of instructions, profusely illustrated, telling you everything you will want to know. Booklet No. 2, Plastikit Projects, contains diagrams and hundreds of pictures of articles you can easily make. Order today. Use coupon below, checking PLASTIKIT desired.

PLASTIKIT

CONTAINS

- assorted large plastic pieces
- 25 small plastic pieces
- Bending block and braces
- Bottle of liquid plastic
- 5 sheets of sandpaper
- Asbestos heating pad
- Steel etching tool
- 2 picture frame bases
- 1 special steel cutting saw

DELUXE SENIOR PLASTIKIT

MAIL THIS COUPON . . . TODAY!

PLASTIC ENTERPRISES
Dept. 1003
13-15 South Grand Avenue, Baldwin, New York

Send me the PLASTIKIT I have checked below. Also enclose the 2 free booklets, with either offer. If not satisfied, I may return within 5 days for refund of purchase price.

SAVE POSTAGE

☐ Enclosed find $ .....

☐ Send C.O.D. I will pay postman price plus postage.

NAME .....

STREET .....

CITY ..... ZONE ..... STATE .....

BE SATISFIED OR YOUR MONEY BACK

PLASTIC ENTERPRISES
Dept. 1003
13-15 South Grand Ave.
BALDWIN, N. Y.

ADVERTISEMENT

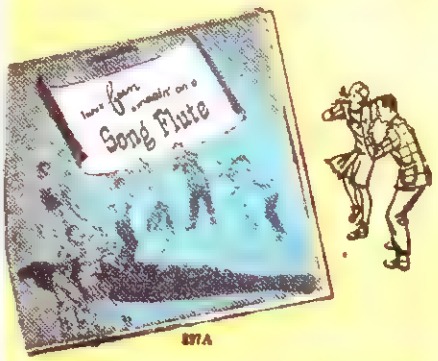
Get This FREE BOOK it tells How to

have fun swingin' on a

Song Flute

CLIP THE CERTIFICATE BELOW FOR YOUR *Gift* COPY OF THIS BOOK

Present the "Gift Certificate" at any Music Store for a free—absolutely FREE—copy of this colorful, pictureful book. Song Flute fun is sweeping the country. Be the first in your gang to get hep to Song Flute!



Oh Boy! When tunes start purrin' from this *fun stick* you're really in the groove. 'Cause Song Flute musical merriment sets things going . . . any time, any place.

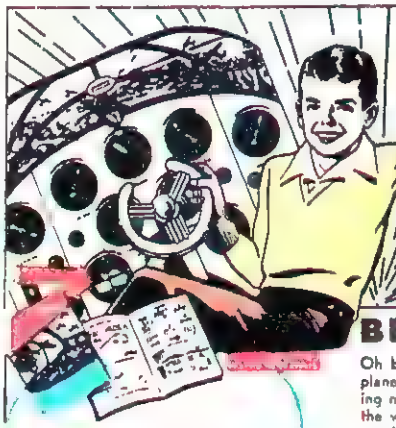
EASY TO LEARN—EASY TO PLAY

Song Flute is easier for some than whistling. Just blow gently. Finger the tone holes according to the simple chart in the free book. "Swingin' on a Song Flute." Play tunes the first time you try. No "talent" needed.

This Certificate

is good for a gift copy of the colorful, pictureful booklet, "Swing-in' on a Song Flute" when presented at any music store.

The Song Flute Company . . . CHICAGO



BOMBS AWAY!

BIG ENOUGH TO SIT IN!

AUTHENTIC BOMBARDIER COCKPIT with TARGETS and BOMBS

BE A REAL PILOT RIGHT AT HOME!

Oh boy . . . what fun to sit behind the cockpit of your own plane. You'll actually feel like a real fighter pilot out on a bombing mission and blasting the enemy as our famous pilots did in the war. The dash board of the cockpit is 21 inches high with regular-size steering stick and gauges. Just like the controls and dials of a real airplane. You drop your bombs on scale model targets through a regular 'cross hair' bombsight. The pilot's physical fitness, eye test and coordination tests are included

HERE'S ALL YOU GET

Complete Cockpit
Dashboard (21" high) with movable gauges, steering 'stick' and rudders—like real bombing planes

Secret Bombsight
Actual 'crosshair' bombsight that was used by our precision bombardiers. Mirror reflectors guide you

Flying Instructions
A complete book on "How to Fly." Every detail on flying and maneuvering is included

Land, Sea and Air Targets
Model ships, planes, tanks, cars are included to test your bombing skill

Physical Test
Pilot's physical test, eye and coordination tests included.

Air Game
Plane recognition and air game adds fun.

Sink Ships, Planes, etc.
Scale model ships, planes, tanks, cars, ammunition dumps are all included in this mammoth set. The realistic military land and sea chart is reversible and keeps you alert for dropping your bombs. Many war games in one . . . on the Air, on Land, on Sea. It's fun.

Over 100 Moving Parts
Yes . . . everything works. The real gauges on the dashboard are movable . . . your target's are movable . . . your stick is movable . . . and your bombs actually drop from the bomb chute onto the target. It's a real copy of a bombing plane

$1.98 POSTPAID

You Get to Keep This

FLYER'S GOOD LUCK RABBIT'S FOOT FREE

IF NOT SATISFIED

If you're not delighted with your Bombardier Set you may return it for a full refund—and still keep the Pilot's Good Luck Rabbit's Foot absolutely FREE.

IMPERIAL INDUSTRIES, Dept. B-24
608 So. Dearborn St., Chicago 5, Ill.
Please rush my BOMBARDIER SET as checked below. If not delighted I may keep the Flyer's Good Luck Rabbit's Foot as a gift and return the BOMBARDIER SET for a full refund.

CHECK ONE

☐ I'm enclosing $1.98 payment in full. Ship postpaid.
☐ Ship C.O.D. I'll pay postman $1.98 plus postage charges.

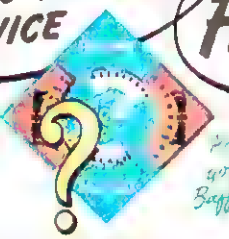
Name _____
(Please Print Clearly)
Address _____
City _____ Zone _____ State _____

Oh Boy! MORE FUN THAN A 3-RING CIRCUS!

Mystifying INVISIBLE INK

NOW YOU CAN BE A SPY, DETECTIVE OR JUNIOR G-MAN!
When written with this secret chemical your message actually disappears as it dries. No one can read it! But when you apply the developer the writing appears again like magic. Loads of fun! You can use this miraculous invisible ink for games, diaries, secret societies, inventions, important notes, blue prints and drawings. Anything you wish to keep secret will remain completely *invisible* until you want to read it.

Amazing CODE-O-GRAPH DEVICE



OVER A MILLION SECRET CODE POSSIBILITIES
Imagine owning a secret code device similar to those used by foreign governments for top-secret espionage work. The amazing Code-O-Graph enables you to invent your own secret codes and to decipher hidden messages. Includes Secret Code Manual, 2 secret message pads, Secret Service Identity Card, and 2 Code-O-Graph devices—one for yourself and one for your best friend so that he can decode the secret messages you send.

Thrilling FEATS OF MAGIC

HOW MAGIC TRICKS ARE DONE—AND HOW TO DO THEM!
Think of the fun you'll have astounding your friends with the 75 mystifying tricks and baffling illusions contained in this Wizard Magic Kit. Includes a genuine magician's wand, a disappearing Chinese coin, all the equipment you need to "saw a woman in half," plus a sensational "mind-reading" trick that enables you to discover what other people are thinking about—enough material to put on a "professional" magic show.

IF NOT DELIGHTED YOU GET TO KEEP THE

MAGIC BOOK FREE!

PUSH THIS COUPON

If this 3-in-one offer doesn't bring you more thrills, fun and excitement than you ever believed a dollar could buy, we'll not only refund your money if you return the merchandise within 10 days, but we'll permit you to keep the Magic Book FREE

IMPERIAL INDUSTRIES · Dept. A-57 · 608 So. Dearborn St., Chicago 5, Illinois
Please rush my *Invisible Ink, Code-O-Graph,* and *Magic Book* - ALL 3 FOR ONLY ONE DOLLAR. If I'm not completely satisfied I may keep the Magic Book as a gift and return the Code-O-Graph and Invisible Ink for a full refund

CHECK ONE

☐ I'm enclosing $1 payment in full. Ship POSTPAID
☐ Ship C.O.D. I'll pay postman $1 plus postage charges.

Name _____
(Please Print Clearly)
Address _____
City _____ Zone _____ State _____

IT REALLY LOOKS, ACTS, RUNS AND SOUNDS LIKE A REAL

"Jet" Propelled SPEED BOAT

- YES! IT ACTUALLY LOOKS, ACTS, RUNS, AND SOUNDS LIKE A REAL SPEEDBOAT
- NO BETTER GIFT FOR ANY CHILD!

Runs for one-half hour on a small piece of fuel! (Fuel included!) It's easy to operate! Both Young and Old will enjoy this exciting toy for a long time to come! Parents will find new favor in the kiddies' eyes when they present this delightful toy.

Don't Delay! Avoid Disappointment! Order Several for Now, and Christmas Gift Giving.

$1

Complete with fuel. Postpaid

ALL METAL
NO
MOVING PARTS

FUEL SUPPLY
INCLUDED AT
NO
EXTRA COST!

NO
MOVING PARTS
NOTHING TO GET
OUT OF ORDER

Order Direct ▸▸▸ TODAY . . . PROMPT SHIPMENT!

UTILITY STORES
117 S. Wabash Ave., Dept. LT-3 Chicago 3, Illinois

Enclosed is $_____ Send at once_____
Jet Propelled Speed Boats at $1 each, postpaid.

Name_____
PLEASE PRINT

Street or R.F.D._____

City_____State_____

Established 1904

WIN POWER OVER MEN with these COMPELLING PERFUMES!

Do You Want to Make Men OBEY YOU?

Do you want to make him love you wildly, fiercely? Do you want to make him say, "Darling, I adore you I worship you, I'll do ANYTHING for YOU!" Do you want to make him OBEY your every command? Then use CHEZ-ELLE (What a Perfume) to help you CONTROL Men. One woman told me that CHEZ-ELLE is the STRONGEST perfume she ever used. Another woman told us that she blesses the day she first used CHEZ-ELLE, because now her husband comes home at night to help her

Just send me your name and address and I will rush a Trial Bottle of CHEZ-ELLE (What a Perfume) to you. When the postman delivers CHEZ-ELLE in a plain package, deposit only $2 plus postage (3 for $5) with him on this GUARANTEE. Use CHEZ-ELLE for 10 days. If you don't agree that CHEZ-ELLE is the most POWERFUL perfume you ever used, return it and I'll send your $2 right back. Write NOW!

DRAW MEN to YOU with the CHARM of TRYST

DEAR FRIEND. You must have heard of that wonderful perfume of Delilah that was even greater than the strength of Samson. Then YOU know of TRYST, the strange and wonderful perfume that helps you CONTROL MEN and makes them do what YOU want them to

If YOU want to DRAW MEN to You and BEND them to YOUR will then you must try the Charm of TRYST. Just send me your name and address. When the postman brings You the Charm of TRYST, deposit only $2 plus postage (3 for $5). Use it YOURSELF for 10 days. If You don't say that the Charm of TRYST is the Most Powerful YOU ever used, I GUARANTEE to send back your $2. Some of your best friends are using the Charm of TRYST now, so send for yours too!

Do You Want DIABLO'S SECRET POWER?

DEAR FRIEND: I just found out how to make DIABLO'S Secret of DOUBLE POWER. The same Double Power she used when she took a husband away from his wife or a sweetheart away from the arms of his loved one. DIABLO'S Secret is one of the MOST POWERFUL perfumes I have ever known. And I know that YOU would like the chance to try it NOW!

So just send me your name and address. When the postman brings you DIABLO'S Secret in a plain wrapper, deposit only $2 (2 big bottles for $5) plus postage on my PERSONAL GUARANTEE. Use DIABLO'S Secret yourself for 10 days. If you do not Bless Me for sending it to you, I'll send your $2 right back. And you don't have to ask for more than 2 bottles because it lasts a Long Time and is SO POWERFUL.

Trulove 400 Madison Ave., New York 17. Dept. 159-A

Please send me the goods I am ordering. I will pay postman when my package is delivered.

NAME..... (PLEASE PRINT OR WRITE CLEARLY)

ADDRESS.....

CITY..... STATE.....

HOW MANY	CAT NO	ARTICLE	PRICE $	¢
	248	DIABLO'S SECRET Perfume		
	147	BLUE PASSION Perfume		
	217	GOSSIP Perfume		
	106	MANTRAP Perfume		
	249	TRYST Perfume		
	146	LOVESCENT Perfume		
	220	FURY Perfume		
	211	CHEZ-ELLE Perfume		

TOTAL $_____

☐ Check here if you would like a SPECIAL FREE GIFT for sending money Now.

FURY [illegible] and no man can refuse!

DEAR FRIEND. It was in a cafe in Singapore that I first met FURY. She was the most beautiful and exotic woman I have ever known. Men killed each other just for her favors. And when she beckoned, men leaped to obey. For this was the POWER OF FURY, and no man dared to refuse her.

And so I blended an exotic perfume called FURY. I called it FURY because it captures the great POWER OVER MEN that FURY had. And like that exotic dancer, Fury commands, and men leap to obey because they fear FURY.

If YOU would like to try the exotic POWER of FURY, just send me your name and address. When the postman delivers FURY, deposit only $4 plus postage with him (2 for $5) on my GUARANTEE. Try the POWER of FURY for only 10 days. If you are not satisfied I'll send you $2 back. But please use FURY carefully $1 is very powerful

[illegible]

YOU must have heard of certain perfumes that have an almost MAGIC-like POWER OVER MEN? LOVESCENT is one of these perfumes. YOU should USE YOUR POWER to MAKE HIM MARRY YOU! So send for your LOVESCENT today, NOW! Because LOVESCENT is so very carefully and delicately blended to BRING TOGETHER two loving hearts for ever and ever.

Send me your name and address only. When the postman brings LOVESCENT, my COMPELLING perfume, deposit $2 plus postage (2 for $5) on my GUARANTEE. If you are not completely satisfied, I will send your $2 right back. You must be THRILLED with the POWER that makes LOVESCENT what you want. Send NOW and I will RUSH it to YOU.

Do YOU dream of THRILLING moments of LOVE and ECSTACY? These CAN be YOURS. If you only LEARN HOW to induce the man you love to love only YOU. Place a little BLUE PASSION on the palms of your hands and behind your ears. Do this for a week and watch the way BLUE PASSION works for YOU! Let BLUE PASSION help bring him into your arms for NOW and FOREVER. Just send me your name and address. When the postman brings BLUE PASSION, deposit only $2 plus postage (3 for $5). Use BLUE PASSION as directed for 10 days. If you are not delighted, I will return your $2. Send NOW for BLUE PASSION.

DEAR FRIEND. Are You alone? Unhappy? Discouraged? Are YOU a girl who just can't seem to find the RIGHT man? An unhappy girl I know told me how wonderful life is now she started using Friendly GOSSIP. She's not alone and unhappy any more! Another girl swears that Friendly GOSSIP helped bring her SUCCESS and her own TRUE LOVER. Let me RUSH a trial bottle of Friendly GOSSIP to YOU. Just send me your name and address. When the postman brings Friendly GOSSIP, deposit only $2 plus postage (3 for $5) on my GUARANTEE. Use it for 10 days and if you don't think that it is exactly what you want, I'll send your $2 back. Don't YOU be the unhappy girl they talk about. Send NOW for Friendly GOSSIP Perfume.

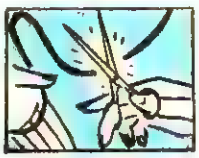
A happily married woman once told me, "All my life I dreamed that someday I would find a perfume that could raise a man's ardor. I wanted a passionate, pulse stirring, maddening perfume that would make him put me into his arms and say to me over and over again, 'I love you, I love only YOU.' I searched everywhere for this wicked perfume because I knew it would be hard to find. I found that perfume when I first found MANTRAP, and I have been happy ever since." If you have the courage to try MANTRAP send me your name and address on the Order Card. When it comes pay postman only $2 plus postage (3 bottles for $5). If not satisfied, I will return your $2. Accept no imitations. This is Genuine MANTRAP. Send NOW!

COMPLETE BAFFLING MAGIC OUTFIT

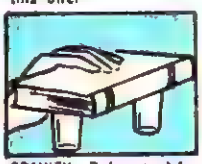
20 First Class Illusions

BE A MAGICIAN — FOOL AND DELIGHT THEM WITH A FULL 2 HOUR MYSTERY SHOW

Only $1



ROPE TRICK—Cut it in half, yet it is still in one piece and other surprises—yours only with this offer



GRAVITY—Defy scientific laws. Seeing is believing. You'll fool them plenty when you know how

MAGIC MIRROR—Spectators will be amazed. With it you read cards, without even looking at them.

FLYING QUARTER—Here's one you can do over and over again and make all the guessers look foolish

Now the top secrets of 20 professional magic tricks are yours to entertain and amaze your friends and make you popular. With this outfit you get 20 exclusive tricks and the secret knowledge of how to easily perform them all for only $1.00

You Alone Will Know These Revealing Secrets

Imagine, by just waving your magic wand and shouting a few magic words you will be able to make things disappear and reappear . . . imagine your friends and mother and dad all being fooled, surprised and amazed. You'll hold them spell-bound. They will just sit open mouthed with wonderment. They'll be delighted, for it's a barrel of fun for everyone. It's so fascinating and thrilling. BUT the hidden secrets will be yours, never to reveal. Follow the simple directions and no one will ever catch on.

No Experience Necessary

The illustrated instructions furnished are so simple you will master all these tricks at once. It's fun practicing too. . . for here you have a short cut to magic learning that starts you doing tricks right away. You can't go wrong . . . it's as easy as A, B, C's . . . AND . . . the set of 20 exclusive tricks is almost a gift at this limited offer price of $1.00

You'll agree this 20 piece Magic Set is worth much more than our bargain price of $1.00, and it is. We want new friends for our other novelty bargains. We want you to try the set, follow the instructions and if not 100% delighted, return it after 10 days free trial for prompt refund of your dollar. Act at once. Sorry, only three to a customer.

ALL THESE 20 TRICKS INCLUDED

CUT AND RESTORED ROPE	HORSE AND RIDER
FAMOUS PADDLE TRICK	CHINESE LAUNDRY TICKET
RING ON STRING	MIRACLE COIN TRICK
VIS-ESCAPE	QUESTION MARK
MAGIC PINS	GRAPPLES
RING AND COIL	TWISTER TRICK
GRAVITY DEFYER	MASTER CARD LOCATION
MAGIC MIRROR	PLUS 5 CUT-OUT TRICKS

And special illustrated secret instruction booklet.

Honor House Products Corp. M-313
351 Wilbur Street, Lynbrook, L. I.

Rush my Baffling Magic Outfit on approval for only $1.00. If I am not completely satisfied I may return it after 10 days free trial for prompt refund of full purchase price.

Name .....

Address .....

☐ Send C.O.D. I will pay postman $1 on delivery plus a few cents postage

☐ I enclose $1 for my MAGIC OUTFIT. The Honor House Products Corp. will pay postage. Same money back guarantee

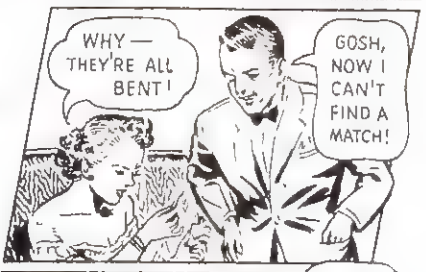
SPECIAL...
INTRODUCTORY OFFER
to Readers of This Magazine

ALL-IN-ONE CIGARETTE LIGHTER *and* FULL-PACK CASE *Personalized with Your Name*

FOR MEN AND WOMEN

Only $1.98
Your Name Engraved in 23 Karat Gold without Extra Cost

NEW! IMPROVED!



HEY! WHERE CAN I GET A COMBINATION CASE AND LIGHTER LIKE THAT?
I'LL GET ONE, TOO. WHAT A MAN!
JUST SEND A COUPON TO H&S SALES IN CHICAGO!

All-in-One Cigarette Lighter and Full-Pack Case gives you a cigarette and a light—BOTH at the same time! Smart, streamlined and modern. This wonderful convenience is compact . . . fits easily in your pocket or purse. No more tobacco crumbs. No more bent or damp cigarettes. Insures lasting freshness. Deep well lighter holds an amazingly large supply of fluid. Built for lifetime service of beautiful mottled plastic. Only lighter case with hinged lid. Opens with a snap of your finger. Your name engraved on case in 23 Karat gold letters. An ideal gift for men or women. Order Now.

SEND NO MONEY
Use 10 Days At Our Risk

Just mail name and address for trial inspection and approval. On arrival deposit $1.98 plus C.O.D. postage. Use 10 days. If not delighted return for refund of purchase price. (Send cash, H & S Sales Co. pays postage.)

EXTRA FOR PROMPT ACTION... If you order now, we will engrave any name in 23 Karat gold without extra cost. Order now for yourself or as a gift for someone else.

H. & S. SALES CO.
Dept. 130 • 1665 Milwaukee Ave. • Chicago 47, Ill.

CLIP AND MAIL COUPON NOW

H & S. SALES CO., Dept. 130
1665 Milwaukee Ave., Chicago 47, Ill.

Please rush combination cigarette case and lighter. I will pay postman only $1.98 plus C.O.D. postage on arrival. I may return in 10 days for refund of purchase price if not delighted. Send cash, H & S Sales Co. pays postage.)

NAME _____

ADDRESS _____

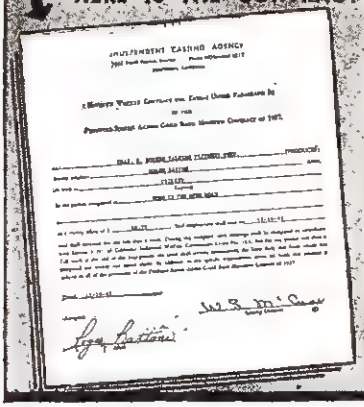
CITY _____ ZONE _____ STATE _____

NAME TO BE ENGRAVED _____
(Print Plainly)

BOYS AND GIRLS! HERE'S HOW I LANDED A MOVIE CONTRACT

"Ever since I can remember," says Roger Batton of Brownwood, Texas, "my ambition was to be a movie star. Now, thanks to Judith Allen's book, HOW TO GET INTO THE MOVIES, I have signed a contract with Monogram Pictures for a swell part in the Charles Roger's production, SONG OF THE OPEN ROAD."

HERE IS THE CONTRACT



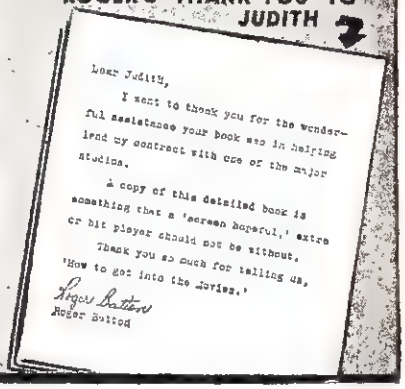
WARNER BROS. PICTURES Inc. EMPLOYEES' STATEMENT

WHAT THE PAPERS SAY

Roger Batton Is In Florida For Filming Of Hollywood Picture

Roger Batton, son of Mr and Mrs. R. E. Batton, 2207 Avenue D, who is now in Hollywood under

ROGER'S 'THANK YOU' TO JUDITH



Dear Judith,

I want to thank you for the wonderful assistance your book was in helping land my contract with one of the major studios.

A copy of this detailed book is something that a 'screen hopeful,' extra or bit player should not be without.

Thank you so much for telling us, 'How to get into the Movies.'

Roger Batton
Roger Batton

WANTED! *Boys and Girls for the Movies!*

There are plenty of opportunities in Hollywood, but you must know how to take advantage of them.

Let Judith Allen, star of 52 pictures, teach you as she taught Roger Batton. Miss Allen, who has starred with Bing Crosby, Walter Pidgeon, Nelson Eddy, Gene Autry, Cecil B. DeMille, Shirley Temple, has written a book "How to Get Into the Movies." In it she teaches you many of the things you must know and do to get started in Hollywood. She teaches you methods that have been used by herself and such stars as Jean Arthur, Veronica Lake, Lana Turner, Joan Crawford, Joe E. Brown, Brian Aherne, Elizabeth Frazer and many others.

Send for Judith Allen's book today. It may land you a movie contract just as it did Roger Batton. SEND NO MONEY. Fill in coupon below and mail today to Judith Allen, 117 West 48th St., N. Y. 19, N. Y. Dept 89, When Postman delivers your book pay him $1 plus postage and C.O.D. charges. If you send cash with order, Judith Allen will pay all postage AND IN ADDITION, AUTOGRAPH YOUR COPY. Guarantee: If not pleased, return book within 5 days and get your $1 back.

MAIL COUPON NOW

Miss Judith Allen
117 W. 48th St., N. Y..19, N. Y., Dept. 89

Dear Miss Allen: Please send me your book, "How to Get Into the Movies." I will pay the postman $1 plus postage and C.O.D. charges. It is understood that if I am not satisfied I may return the book within 5 days and get my money back.

NAME .....
(PLEASE PRINT)
ADDRESS .....
CITY ..... STATE .....

☐ Check here if you enclose $1 to save all postage charges and have Judith Allen autograph your book. Same money-back guarantee applies. Canadian orders must be accompanied by cash or money order.

Now YOU Can Scare the Devil Out of People With This!

Life-Like RUBBER SKULL and LUMINOUS Ghost Mask!

$1.49 EA.
2 for $2.59

$1.49
2 for
$2.59

By Day

In daylight or ordinary light it looks like a real skull that has come to life. Since it reflects your own facial changes, you can smile, eat, smoke, open and close your mouth, etc. A real, live skull is amazing, but there's even more to it!

Lights Up At Night

Looks like a LIVE LUMINOUS GHOST. You see the brightly glowing face, quite vivid for some distance in the dark, imagine seeing a ghostly face, then suddenly see it smile and move about—see the face change—see the space, awful luminous head appear to float in space!

You'll Frighten & Mystify Everyone; On or Off in Seconds

So FRIGHTENINGLY realistic that your friends will gasp in amazement. Wear like a LIVING MASK or hang in closet, on wall, etc. to scare people. Use it ALL YEAR ROUND as a joke. Makes 'em shiver in their sox when they see this on a cold, clammy night! SAINTS ALIVE!

Folds Into Small Space

Magicians and others do many baffling tricks with it. Latex rubber mask folds up into small space; easily concealed, for production purposes. Others attach to gas-filled balloon and let it float overhead in dark! Attach fine thread to jaw to "make it talk" by pulling thread and stretching mask while many feet away.

Does just about everything a ghost will do and perhaps more. Wonderful for parties, jokes, magic etc., and for spirit or spooky stunts.

Johnson Smith Co., Dept. 237 Detroit 7, Mich.

Reflects Your Own Facial Expressions—Seems to "Come to Life"

Get your order in the mail at once for one, two or more of these and have the greatest fun you've ever enjoyed in many a night. Remember, it looks indistinctly, so you can have fun your self your rubber, fully formed. All you do is to slip it over your head. You can see where you go, open your mouth to eat or smoke, etc. As you change your facial expression underneath, the mask changes, too! Luminous properties are invisible by day, but they come to life in dark. Sorry, No C.O.D.'s. or Our Cash Prices.

$1.49 Each—Special: 2 for $2.59 Postpaid

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Rush me today.....Rubber Luminous Skull Masks

Here is $..... ($1.49 Each; 2 for $2.59)

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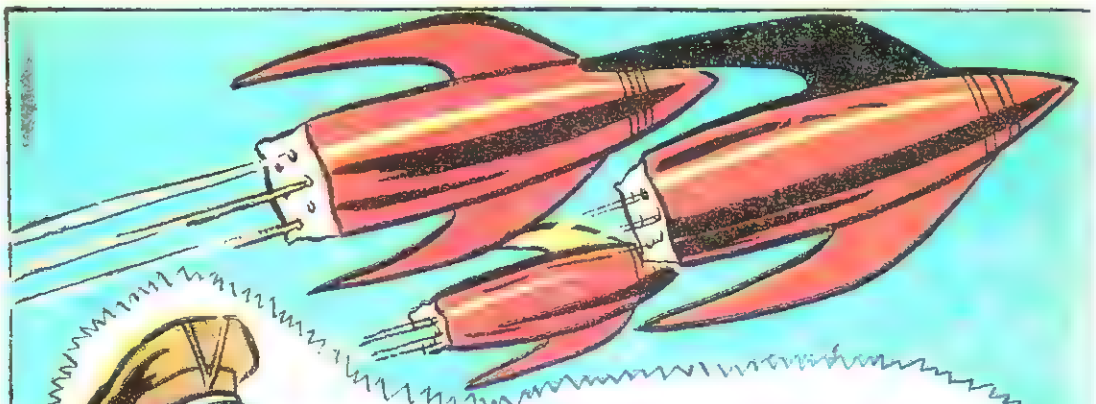
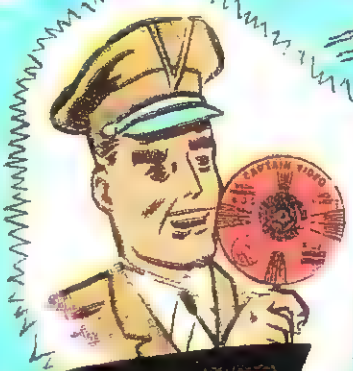
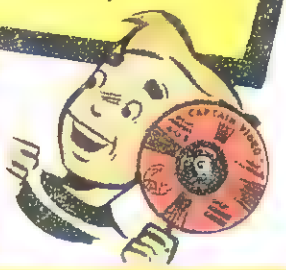


CALLING ALL VIDEO RANGERS!



Captain VIDEO

TWO-WAY COMMUNICATORS (SCILLOGRAPH)



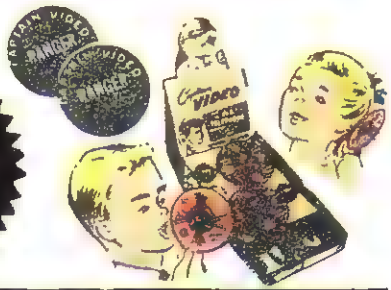
Now you can receive and transmit messages on the exact replica of the amazing SCILLOGRAPH COMMUNICATOR used by CAPTAIN VIDEO and his VIDEO RANGERS in their movie and television adventures! Communicate with your friends house to house! Room to room!

Be first in your neighborhood to own a CAPTAIN VIDEO SCILLOGRAPH TWO-WAY COMMUNICATOR SET! It's the scillograph featured in the opening scene of CAPTAIN VIDEO'S nightly telecast! Look for it! ORDER YOURS TODAY!

Set consists of two transmitter-receivers ready to hook up between any two points. No license required. Simply attach wire (50 feet included in each set) to terminals on each telephone (scillograph).

NO BATTERIES! NO ELECTRICITY! You need not fear interference from buildings, walls, trees, fences, etc.! Your communicator will operate anywhere! CLEAR VOICE TRANSMISSION GUARANTEED! SCIENTIFIC! FUTURISTIC! EDUCATIONAL!

FREE! TWO CAPTAIN VIDEO INDENTIFICATION BADGE BUTTONS INCLUDED FREE WITH EACH SET OF COMMUNICATORS!



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VIDEO SALES Dept. VS-1

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Gentlemen: Please send me _____ CAPTAIN VIDEO COMMUNICATOR SETS at $3.49 each.

Enclosed find ☐ check or money order

☐ C.O.D. plus postage.

Name _____

Address _____

City _____ State _____

Only $3.49 Complete

SEND NO MONEY. Remit with order, we pay postage. C.O.D., you pay postage

10 POWER TELESCOPE

Here's The Only FULL 10-POWER Telescope At This Price In America Today

It's Precision Built! Makes Far Away Objects Stand Out Clear—Sharp—BIG AS LIFE!

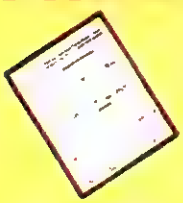
Here's the only full 10-POWER Telescope being offered in America today at the unheard-of low price of only 98c. Easily the most outstanding telescope value you'll find anywhere. You'd expect to pay up to $10.00 and more for such power. And anyone who knows telescopes will tell you a good 10-Power telescope is worth all of that. But now, due to a fortunate purchase, we are able to offer you this 10-POWER Precision-built Telescope at a sensational bargain. Don't confuse it with small "weak-vision" telescopes. This one is high-powered and measures a full 10 inches. The lenses are of fine optically-ground polished glass—a product of one of America's leading optical houses. The case is durable and extends easily. Focuses instantly on stationary or moving objects—brings them 10 times closer. With the country at war, everybody needs a telescope like this—to spot airplanes, to identify distant objects, to bring into sharp, easy vision people, animals, signs, houses—which may be beyond the range of the naked eye. Valuable to Air Wardens, Boy Scouts, Sailors, Sportsmen. Ideal for fights, ball games, races, outdoor events. However, hurry! There's no telling how long we can continue to supply this precision-built 10-POWER Telescope at this amazingly low price. Once our present limited supply is gone, we cannot repeat this offer again.

CLIP COUPON BELOW and MAIL TODAY!

Just clip the coupon to the left below and mail with only 98c (plus 10c for the packing and postage). If you want two telescopes send only $1.79 plus 10c. You take no risk. Use the telescope for 10 full days. Focus it on objects miles away. Have your friends try it. Convince yourself that here is a telescope anyone would be thrilled to have—one you'll be proud to own. If after 10 days' trial you're not positively delighted with the way this powerful telescope helps you to see great distances, we ask you to return it without delay and we will refund your money in full, no questions asked. Remember, the supply is limited—so hurry!

Only 98¢

FREE!



Rush the above order coupon at once and we will also include FREE a valuable Airplane Spotter's Chart showing 31 Allied and Axis planes. Helps you to easily identify these planes.

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Name_____

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Panic a party

You'll want one to make your home parties a riot of fun. Also an ideal holiday gift. Send your order today; only $1 postpaid.

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Please send .... games "Let's Go To College"

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Once in a Blue Moon comes a game like this. Fascinating! Grows on everybody! Panics a party! By Christmas—the fad of the nation! Your friends have an unforgettable good time. Brings together excitement of rolling dice, the fun of rummy, interspersed with the rah-rah spirit of College Life.

Every throw of the dice attracts attention, and the result affects all players. Each player rolls the dice to pass his courses. Hilarious incidents of Sports, Fun, Re-exam and Flunk cards keep the game full of pep from start to finish. The player with the best hand at end of game is the winnah!

IF YOU CAN CARRY A TUNE YOU CAN PLAY THE GAHOON!

9 OUT OF 10 PLAY IT IN 10 MINUTES

NOT A HUMMING TOY NOT A WHISTLING GADGET

SOUNDS LIKE A SAXOPHONE

IT'S A REAL MUSICAL INSTRUMENT

IT'S A SENSATION AT PARTIES

BOYS! GIRLS!

Play by "ear." Use the big diagram instructions for accompaniment. Learn on the radio or phonograph and on the Victrola and you take the lead with your **GAHOON**. Our new friends interested and we give a **GAHOON** FREE for school or lodge meetings and get-together. On the side is pictured with your $1 **GAHOON** how to play just by ear—real music without notes or reading music. Get Dad or Mother to order **GAHOONS** for the whole family and see how quick you learn. Be putting on that "hot licks" with the first to spare the harmony. Any boy or girl under 21 age or older can learn to play the **GAHOON** in ten minutes or less.

Send your order today. Remember you get your money back if you return the **GAHOON** in ten days.

PICK IT UP AND PLAY IT!

No study—no lessons—no musical education no reading of notes—no practice. Simply bend the mysterious stem and PLAY IT!

THE AMAZING GAHOON—the sensational new musical invention that nine out of ten people can play in 10 minutes. Gives two full octaves of rich, clear tone like an E-flat Saxophone. Genuine Sax mouthpiece—Genuine Sax reed. Built on the same principle as a Saxophone, EXCEPT, with the mysterious new simplified Principle. Instead of opening air ports, you merely bend the coiled spring stem. This shortening or lengthening of the air column determines the tone, half tone or quarter-tone. What a hit at parties, in school bands, army camps, in amateur or professional hill-billy and jug bands, in rhythm bands, or as accompaniment for singing. Plays any type of music from Bach to Carmichael. The more you play, the better you become. Play "hot, sweet, loud, soft, rhumba, boogie-woogie or classical."

PLAY SWING BOOGIE WOOGIE RUMBA

GENUINE SAXOPHONE MOUTHPIECE GENUINE SAXOPHONE REED

PLAYS "SWEET" PLAYS "HOT"

NOTHING MORE TO PAY Complete $1.00

MONEY BACK IF YOU DON'T PLAY IT IN TEN MINUTES

The **GAHOON** is yours for $1.00—a hundred dollars worth of fun and melody. AND—$1.00 IS NOT the DOWN PAYMENT. It is the complete and only and final payment. Simple and exact instructions furnished with each **GAHOON**. Read them once, THEN if you are not playing melody in 10 minutes, return the **GAHOON** and your $1.00 will be refunded at once, without quibble or question. Send for yours now. Be the first in your group to introduce this amazing new musical sensation. Surprise and delight your friends with your musical skill. Send the coupon with a $1.00 bill or P. O. Money Order.

GAHOON PROD. CO., Dept. 13, 520 N. Michigan Ave., Chicago, Ill.

GAHOON PROD. CO., DEPT. 13
520 N. MICHIGAN AVE., CHICAGO, ILL.

Mail postage prepaid One Standard E Flat Alto **GAHOON**, with simple and exact instructions for playing melody in ten minutes. I enclose $1.00 in full payment and you agree to return this $1.00 if I return the Gahoon in ten days after getting it.

Name _____

Address _____

City _____ State _____

You Can Tell at Once With the Amazing New 2-Line FLASH IDENTIFICATION SYSTEM Found Only in the

AIRCRAFT SPOTTERS' HANDBOOK

Identifies 350 Bombers, Fighters, Transports and Other Aircraft of Warring Nations! Over 1,300 Photos and 3 Position Silhouettes, with Descriptions, Specifications and Recognition Characteristics

THE most comprehensive, up-to-the-minute Aircraft Spotters' Handbook in America! Includes hundreds more fighting aircraft than any other similar manual! Amazing new *2-line* FLASH IDENTIFICATION feature is practically a course in aircraft-spotting! Recognition Characteristics are listed by the famous WEFT Formula—*Wings, Engines, Fuselage,* and *Tail*—for easy comparison. Helps you distinguish friendly and enemy planes at a glance. 350 military aircraft are described and illustrated, including nearly 100 American warplanes, over 60 British, 60 German, 35 Jap, 40 Italian, as well as planes of Russia, Netherlands, Norway, Spain, France. Includes also Barrage Balloons, Blimps, Gliders, and Rotating Wing Aircraft. Photographs! Specifications! Markings! Silhouette views from three angles!

Many authorities expect air attacks here at any time and urge thorough preparation on the part of citizens. Civilian aircraft spotters can render valuable patriotic service with the help of this Handbook.

You'll also be able to identify all the famous planes you read about in the news—American Flying Fortresses, Liberators and Thunderbolts; British Hurricanes and Spitfires; Russian Stormoviks and Mosca; German Focke-Wulfs and Messerschmitts; Jap Zeros; and hundreds more! Over 1,500,000 of our Spotters' Guides have been bought by the U. S. Armed Forces and Civilians. This complete Handbook combines all four guides, plus valuable new material and the *2-line* Flash Identification.

Sturdy, flexible, water-repellent binding patterned on lines similar to the official U. S. Army Drill Manuals. Handy THUMB INDEXING. *Quantity limited.* Rush order on coupon below. National Aeronautics Council, Inc., 37 West 47th St., New York 19, N. Y. (Copyright, 1943, by National Aeronautics Council, Inc.)

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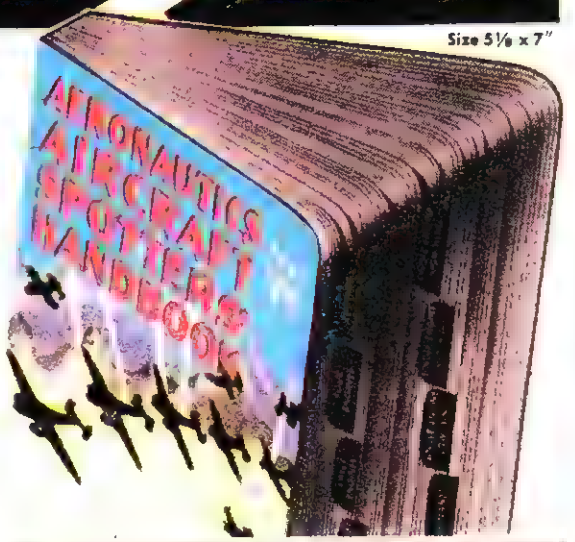

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hensive Handbook is a practical guide for everyone interested in aviation—as a career or hobby, or for military service. Experts have checked and rechecked every picture, dimension, description and specification that it is permissible to publish: span, length, height, gross weight, maximum speed, cruising range, type of plane, engines—with number and horsepower, wings, fuselage, tail—including fin and rudder, construction, ornament, landing gear; country, model, name, markings; bomb load capacity, etc. Edited by L. C. Guthman, Ensign, U. S. N. R.

MAIL THIS COUPON

NATIONAL AERONAUTICS COUNCIL, Inc.
Dept. 2B11
37 West 47th Street, New York 19, N. Y.

YES, for the enclosed $1, please rush me POSTPAID, for a week's FREE examination, the big 384-page AIRCRAFT SPOTTERS' HANDBOOK, in flexible binding with rounded corners and THUMB INDEXING. Over 1,300 photographs and 3-position silhouettes, descriptions and amazing exclusive *2-line* FLASH IDENTIFICATION of 350 warplanes and other military aircraft of the world's warring nations. After 7 days, if not more than delighted, I may return the book and you will immediately refund my full $1—making the trial absolutely FREE!

Name .....

Address .....

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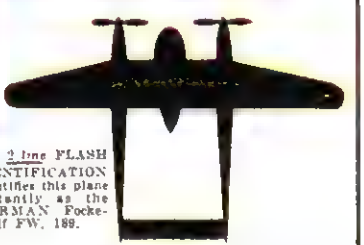
☐ I also inclose $ ..... for copies for friends, on same terms.

The two planes below look very much alike, although one's a Nazi and the other American. But any youngster can instantly tell them apart with the *2-line* FLASH IDENTIFICATION.

Aeronautics Photo

Airpix, Toronto

The *2-line* FLASH IDENTIFICATION identifies this plane instantly as the AMERICAN Lockheed P-38 Lightning



The *2-line* FLASH IDENTIFICATION identifies this plane instantly as the GERMAN Focke-Wulf FW. 189.

Friends! Here's How To Get At Almost NO COST

New, LIVE MINIATURE MONKEY

This cute, little, Miniature Monkey needs a home and you can have one without you paying a penny. This new miniature monkey is so small you can carry it in your pocket or hold it in one hand yet it is healthy, and long lived . . . so intelligent it's almost human . . . eats ordinary foods like bread, milk, fruit, etc. Clean, and easily trained. Simply hand out only 20 get-acquainted coupons to friends and relatives to help us get that many new customers as per our premium letter. This Miniature Monkey is such wonderful company that I'm sure you'll simply love one yourself

Please send me your favorite snapshot, photo or Kodak picture when writing for your tiny, MINIATURE MONKEY. We will make you a beautiful 5x7-inch enlargement in a handsome "Movietone" frame SO YOU CAN TELL YOUR FRIENDS about our bargain hand-colored enlargements when handing out the get-acquainted coupons. Just mail me your favorite snapshot, print or negative NOW and pay the postman only 19c and a few cents for our c.o.d. plus postage when your treasured enlargement arrives and I'll include the "Movietone" frame at no extra cost. Your original returned with your enlargement and frame. **Also include the COLOR OF HAIR AND EYES with your picture** so I can also give you our bargain offer on a second enlargement artfully hand colored in oils for natural beauty, sparkle and life, like we have done for thousands of others. **Our supply of these adorable little monkeys is extremely limited** so don't delay in sending me your name, address and favorite snapshot or photo and get your 20 get-acquainted coupons to hand out. **Mrs. Ruth Long,** Gift Manager

SUPPLY LIMITED SEND TODAY!

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I'm said to be the Lovable, NEW

World's Tiniest DOG

Please GIVE ME A HOME

NOW YOURS At Almost NO COST

I'll be happy to send you without you paying a penny, this lovable, amazing miniature DOG that is so tiny you can carry it in your pocket or hold it in one hand, yet it barks and is a reliable watch dog as well as a pet. You can keep it in a shoe box and enjoy many amusing hours teaching it tricks, . . . active, healthy, intelligent and clean. Simply hand out only 20 get-acquainted coupons to hand to friends and relatives, to help us get that many new customers as per our premium letter. I enjoy my own tiny, lively, miniature dog so much. It is such wonderful company that I'm sure you'll simply love one yourself.

Please send me your favorite snapshot, photo or Kodak picture when writing for your Miniature Dog. We will make you a beautiful 5x7 inch enlargement in a handsome "Movietone" frame SO YOU CAN TELL YOUR FRIENDS about our bargain hand-colored enlargements when handing out the get-acquainted coupons. Just mail me your favorite snapshot, print or negative NOW and pay the postman only 19c and a few cents for our c.o.d. plus postage when your treasured enlargement arrives and I'll include the "Movietone" frame at no extra cost. Your original returned with your enlargement and frame. **Also include the COLOR OF HAIR AND EYES with your picture,** so I can also give you our bargain offer on a second enlargement artfully hand-colored in oils for natural beauty, sparkle and life, like we have done for thousands of others. I'm so anxious to send you a miniature dog that I hope you will send me your name, address and favorite snapshot, right away and get your get-acquainted coupons to hand out. **Mrs. Ruth Long,** Gift Manager.

DEAN STUDIOS, Dept. X-533, 211 W. 7th St., Des Moines 2, Iowa

Mrs. Ruth Long (Gift Manager)
DEAN STUDIOS, Dept. X-533,
211 W. 7th St., Des Moines, Iowa

I would like to receive the miniature dog. Please send me premium letter and 20 coupons to hand out. Enclosed please find my snapshot or negative for enlarging.

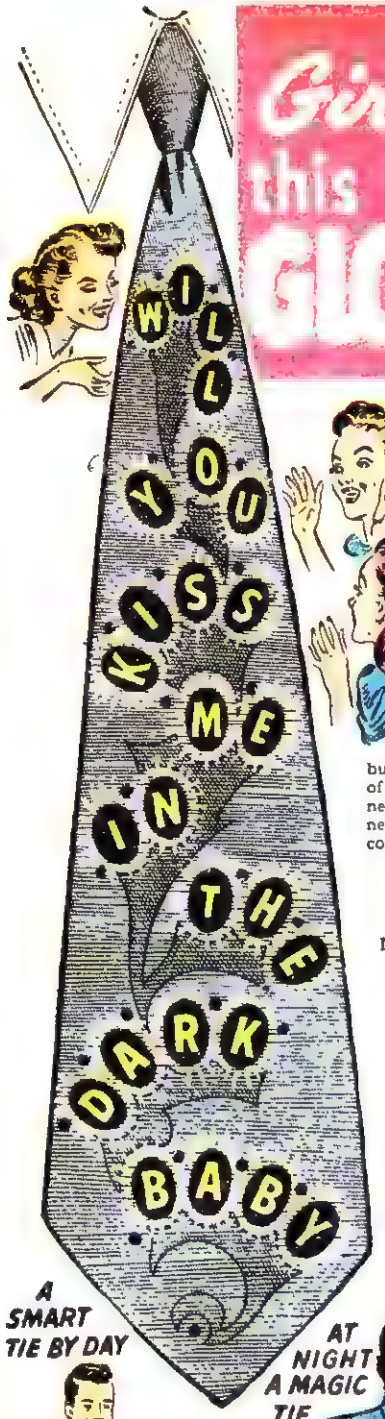
Color Eyes..... Color Hair.....

Name.....

Address.....

City..... State.....

Girls Can't Resist this KISS ME NECKTIE as it GLOWS in the DARK!



BY DAY, A LOVELY SWANK TIE . . . BY NIGHT, A CALL TO LOVE IN GLOWING WORDS!

MEN . . . BOYS . . . Now amaze your friends! Surprise and thrill every girl you meet! Be different and the life of the party in any crowd! Here's the most amazing spectacular necktie that you ever wore, a smart wrinkle-proof, tailored cravat, which at night is a thrilling sensation! It's smart, superb class by day, and just imagine in the dark it seems like a necktie of compelling allure sheer magic! Like a miracle of light there comes a pulsing, glowing question—WILL YOU KISS ME IN THE DARK, BABY? Think of the surprise, the awe you will cause! There's no trick, no hidden batteries, no switches or foolish horseplay, but a thing of loveliness as the question emerges gradually to life, touched by the wand of darkness, and your girl will gasp with wonder as it takes form so amazingly It's new . . . utterly different . . . a Hollywood riot wherever you go And here's wonderful news! You can see, examine this glorious tie yourself without risk . . . just mail the coupon!

SEND NO MONEY!

Examine . . . Let It Thrill You . . . ON THIS FREE TRIAL OFFER!

Don't confuse this magnificent necktie with any ordinary novelty tie, for it's high class, distinctive, ties up perfectly, and you'll wear it with pride Its color combination is specially created and so original that you actually can wear it tastefully with any suit. It's wrinkle-proof, beautifully fashioned You might expect to pay $2.00 or even $3 00 for this cravat just for daytime wear But now, if you act quick, under this special INTRODUCTORY OFFER, you will have this marvelous, breath-taking GLOW IN THE DARK sensation for only $1.49! That's all, just $1.49, a bargain in quality, and a million dollars worth of fun at any party, or in any crowd, an aid to love! Send no money, here's all you do. Mail coupon with your name and address. On arrival of your GLOWING KISS ME NECKTIE, you simply pay postman $1.49, plus postage. (If money comes with order, we pay postage.) Then examine. See how it excites and thrills. And, if you are not delighted, if you are not eager to wear it, just return it for your money back promptly. Isn't that a fair, generous offer? Then act at once. Don't wait. Mail the coupon now!

A SMART TIE BY DAY

AT NIGHT A MAGIC TIE

DIFFERENT BARRELS OF FUN!

MAIL THIS NO-RISK COUPON NOW!

GLOW IN THE DARK NECKTIE CO.
215 N. Michigan Ave., Dept. 856 K Chicago 1, Illinois

Rush me my KISS ME NECKTIE that glows in the dark. I will pay postman $1.49 plus postage with your positive assurance I will be delighted or return tie for full refund.

If you want 3 Kiss Me Necktes for $4 22 ..Check Here [ ]
If you want one Glowing Gorgeous Pin-Up Girl Necktes for $1.49 ..Check Here [ ]

Name.....

Address.....

City.....Zone.....State.....

GIGANTIC
TAGBOARD AND PLASTIC
Space City
ONLY $3.98
HUGE COLORFUL SPACE CITY
102 PIECES AND OVER 4 FEET LONG
OVER ONE YEAR was required to design and develop this action packed TOY SPACE CITY
AN EXCITING TOY FOR BOYS AND GIRLS
UNLIMITED HOURS OF FUN assembling and playing with the many Rockets, Space Cars, Satellites, Space Men and Space Equipment.
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SPACE SATELLITES
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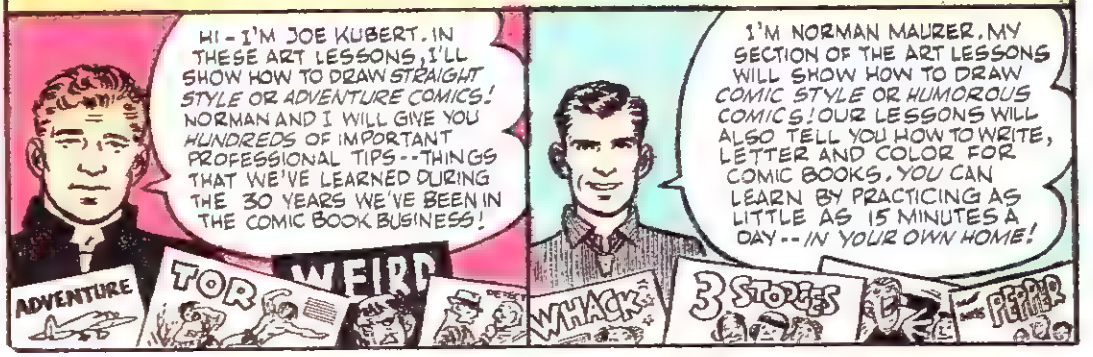
DRIVING RAMPS
You won't find this fantastic toy in stores. You must order it from its creators. Order now for the most fun in or out of this world.
FREE!
$1,000,000 in "MARS MONEY" plus ten round trip tickets to MARS . . . What fun for the kids . . . let them live it up a little on MARS . . . ORDER NOW and get these free fun gifts . . .
MONEY BACK GUARANTEE
OXFORD TOYS — Dept. PD 1
1085 No. Oxford, Hollywood 29, Calif.
Dear Sirs: Please rush me _____ Giant Space Cities @ $3.98 each
I am enclosing _____ for each space city. I understand that I may get a full refund if I am not delighted.
NAME _____
ADDRESS _____
CITY _____ STATE _____

DRAW for COMIC BOOKS

Learn and earn in your spare time... at HOME!!

HUNDREDS OF NEW COMIC BOOKS ON SALE HAVE CREATED A TERRIFIC DEMAND FOR ARTISTS! NOW, A COMIC ILLUSTRATION COURSE HAS BEEN PERSONALLY PREPARED BY PROFESSIONAL COMIC BOOK ARTISTS!--TO ENABLE YOU TO BECOME A PROFESSIONAL COMIC BOOK ARTIST YOURSELF! NORMAN MAURER AND JOE KUBERT, THE MEN WHO PRODUCED THE WORLD'S FIRST 3-D COMIC BOOK, WILL TEACH YOU TO DRAW FOR COMIC BOOKS!


HI - I'M JOE KUBERT. IN THESE ART LESSONS, I'LL SHOW HOW TO DRAW STRAIGHT STYLE OR ADVENTURE COMICS! NORMAN AND I WILL GIVE YOU HUNDREDS OF IMPORTANT PROFESSIONAL TIPS--THINGS THAT WE'VE LEARNED DURING THE 30 YEARS WE'VE BEEN IN THE COMIC BOOK BUSINESS!
I'M NORMAN MAURER. MY SECTION OF THE ART LESSONS WILL SHOW HOW TO DRAW COMIC STYLE OR HUMOROUS COMICS! OUR LESSONS WILL ALSO TELL YOU HOW TO WRITE, LETTER AND COLOR FOR COMIC BOOKS. YOU CAN LEARN BY PRACTICING AS LITTLE AS 15 MINUTES A DAY -- IN YOUR OWN HOME!
ADVENTURE
TOR
WEIRD
WHACK
3 STORIES

TALENT IS NOT NECESSARY! THE DESIRE TO DRAW IS IMPORTANT!! THIS COMIC BOOK ILLUSTRATORS INSTRUCTION COURSE GIVES YOU ALL THE INSIDE SECRETS! SIMPLE LESSONS MAKE LEARNING A JOY! EASY TO UNDERSTAND AS A COMIC BOOK ITSELF! NEW, NOVEL TEACHING TECHNIQUE MAY ENABLE YOU TO DRAW REAL COMIC-TYPE FIGURES IN A MATTER OF MINUTES! **ENROLLMENT LIMITED! ACT NOW!**

mail this TODAY!

GET COMPLETE FIRST LESSON FOR ONLY $1.00!

ON OUR MONEY-BACK GUARANTEE

or

ASK FOR FREE INFORMATION!

TO: SCHOLART INSTITUTE
P.O. BOX 787, DEPT. T-354
BEVERLY HILLS, CALIFORNIA

☐ I AM ANXIOUS TO START IMMEDIATELY. RUSH LESSON #1 TO ME. ENCLOSED, FIND $1.00 IN CASH, CHECK OR MONEY ORDER. MONEY RETURNED IN 10 DAYS IF I'M NOT COMPLETELY SATISFIED!

☐ SEND FREE INFORMATION ON COMIC BOOK ILLUSTRATORS INSTRUCTION COURSE. I ASSUME NO OBLIGATION!

NAME ----------

STREET ----------

CITY ----------

ZONE ------ STATE ----------

BILLY, YOU SAVED THE BANK. HERE'S YOUR REWARD!
THANK YOU MR. BANKER, BUT MY NEW GUN DESERVES THE CREDIT
OH BOY! I'M GOING TO SEND FOR MY GUN TODAY
YOU BET! IT'S SO EASY. JUST MAIL THIS COUPON. IN A FEW DAYS YOUR GUN WILL ARRIVE THEN THE FUN BEGINS

MAIL THIS COUPON TODA

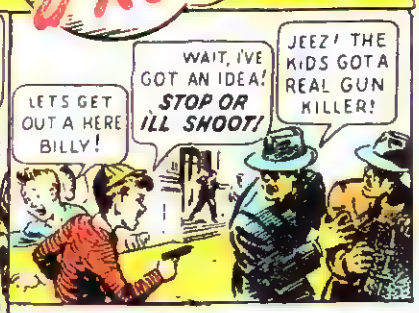
SPECIALTIES MFG. CO., Dept. 528

Chicago

with 10,000 shots

Amazing NEW TOY GUN

"Shoots" Like a Real Gun



ONLY $1.00

Completely Safe

INCLUDES 10,000 SHOTS

Here is the gun that will thrill every boy. When you pull the trigger, it cracks out like a real gun and smoke puffs out of the muzzle. The American Rangers Automatic is a quick-acting, repeating pistol that never misses. It shoots 60 to 75 shots without re-loading. Looks like a real gun. Absolutely SAFE. Contains no explosives. Each gun comes boxed with 10 000 shots of smoke powder or enough ammunition to last a full year. This smoke powder is harmless. Will not hurt the eyes and may even be eaten. Only $1.00 each or 3 guns for $2.00. Only limited quantity available. Write for yours NOW.

OH BOY! I'M GOING TO SEND FOR MY GUN TODAY
YOU BET! IT'S SO EASY. JUST MAIL THIS COUPON. IN A FEW DAYS YOUR GUN WILL ARRIVE THEN THE FUN BEGINS.

SEND NO MONEY

Try 10 Days At Our Risk

Just send name and address. On arrival deposit only $1.00 plus C.O.D. postage for one gun or $2.00 plus postage for 3 guns. If not completely satisfied return and your money refunded. Save money. If you send cash with order, we pay postage. Write TODAY

SPECIALTIES MFG. CO., Dept. 528
1367 N. Sedgwick **Chicago 10, Ill.**

MAIL THIS COUPON TODAY

SPECIALTIES MFG. CO., Dept. 528
1367 N. Sedgwick **Chicago 10, Ill.**

Send me 1 Ranger Automatic with 10,000 shots for $1.00
3 Ranger Automatics with 30,000 shots for $2.00

On arrival, I'll pay postman $1.00 plus postage for 1 gun, or $2.00 plus postage for 3 guns. (Cash orders sent prepaid.) If I am not delighted I will return in 10 days for money back.

Name _____

Address _____

City _____ Zone ____ State _____

giant inflatable toys of pre-historic monsters who ruled the earth millions of years ago

7 GIGANTIC DINOSAURS

WITH GENUINE TOSS-UP FEET ACTION!

MOLDED ONE-PIECE QUALITY LATEX!

COMPLETELY INFLATABLE!

for $1.00

(No COD's please)

up to 4 FEET TALL

Here's thrilling excitement for everyone with this giant-size collection of pre-historic dinosaurs at this ow, low price of just $1.00 (plus post.) Thrill to their fascinating names! Command these fun-loving pre-historic monsters to your every prank! Toss them in the air and they always land on their feet . . . swinging and swaying in every direction without tilting over. Great for children! Terrific for parties! Colossal for adults! So order right now for stupendous fun. Fill out the coupon below. You take no risk because you must agree that these giant dinosaurs are everything we say or your money promptly refunded.

THEY SWING AND SWAY IN EVERY DIRECTION!

THEY BEND, LEAN AND TILT!

EVEN THE TINIEST BREEZE ANIMATES THEM!

THEY BOUNCE AND HOP!

THEY STAND AND WIGGLE!

7 DIFFERENT PRE-HISTORIC MONSTERS IN EACH PACKAGE

- CERATOSAURUS
- TRACHODON
- TYRANNOSAURUS REX
- SEA SERPENT
- ARMORED DEMIHTHYS
- PROSAUROLOPHUS
- ALLOSAURUS

MAIL THIS HANDY COUPON NOW!

GIANT DINOSAURS, Dept. 2
Carle Place, Long Island, N.Y.

I can hardly wait to get my complete collection of pre-historic dinosaurs. Please rush my order. Enclosed is $_____ in cash ☐, check ☐, money order ☐, for _____ sets, each at $1.00 plus 25c postage & handling charges. My money back if I'm not satisfied.

NAME _____

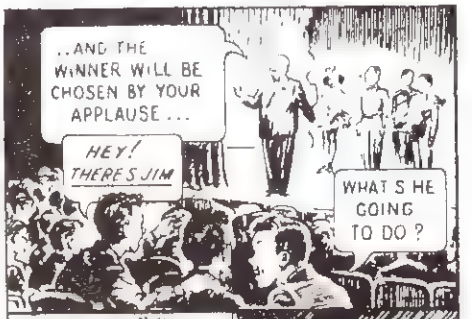
ADDRESS _____

CITY _____ ZONE _____ STATE _____

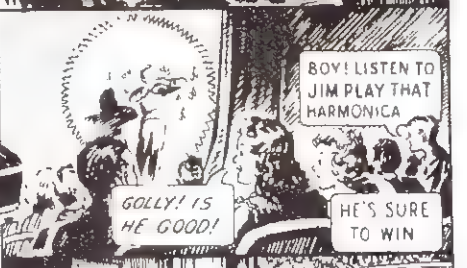
AMAZING OFFER

TEACHES HARMONICA IN 15 MINUTES

HEY-FELLAS WHERE'S JIM?
TODAY SAT MATINEE
AMATEUR CONTEST
SAID HE'D MEET US HERE AT THE SHOW
LET'S GO ON IN--THE SHOW'LL BE STARTING



BEGINNERS! EXPERTS! America's Finest HARMONICA



Plus AMAZING NEW EASY 54 PAGE ILLUSTRATED PLAYING COURSE

BOTH BY MAIL FOR ONLY $1.98

Superior to any American or imported mouth organ manufactured! This PHILMONET is precision tuned. It's far easier to blow with rich tone that entrances. Has 10 Holes, 20 Bronze Reeds, Heavy Brass Plates, Heavy Chromium Plated Covers, Highly Polished, Lip and Tongue Ease, Easy Response; Longer Playing Life Ebonite non-warp Comb. Entire instrument, comb, plates and covers firmly bolted into one single compact unit that can be taken apart, cleaned and sterilized in a few minutes! Key of "C" will be sent unless Key of "G" is requested. Not a toy but a real musical instrument. And even if you never blew a harmonica before, even if you don't know one music note from another, you can learn to play it "by tonight"! **BOTH By Mail For Only $1.98**

HOW DID YOU LEARN TO PLAY SO QUICKLY?
WHERE DID YOU GET THE HARMONICA?
I GOT IT BY MAIL WITH AN ILLUSTRATED PLAYING COURSE FROM JIM MAJOR!

KNOW THE JOY OF SWEET MOUTH-ORGAN MUSIC "BY TONIGHT"

SEND NO MONEY . . . 10 Day Trial

Yes, I can teach you to play sweet music that's joy for the soul . . . my new easier than ever instruction course is fully illustrated and shows you how to play any song without notes but by easily followed numbers. I show you how to do tonguing, how to produce vibrato effects trills . . . how to control rhythm for either solo or band playing. 54 pages 10 illustrated lessons plus 41 pages of songs . . . yes, numbers and words to play 75 ever popular songs! Amazing offer not only brings instruction course but America's finest harmonica, the nationally known Philmonet . . . BOTH for only $1.98. Best of all, you test it at my risk! Mail your name, I'll send Philmonet and Instruction Course. On arrival deposit only $1.98 plus C.O.D. postage. Keep 10 days. If 10 day trial doesn't delight beyond words, return purchase for money back! Be popular. Have fun! Know the contentment of music. We're for this wonderful music offer today!

JIM MAJOR Dept. 15-S 230 E. Ohio St. Chicago 11, Illinois

SEND NO MONEY · MAIL COUPON

JIM MAJOR, The Harmonica Man
Dept. 15-S 230 E. Ohio St. Chicago 11, Ill.

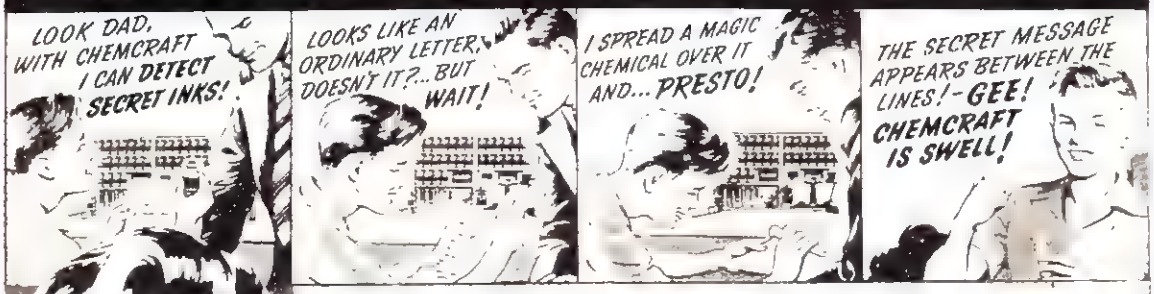
Send all metal Philmonet Harmonica with 54 page illustrated instruction Course. I'll pay only $1.98 plus C.O.D. postage on arrival on your guarantee if I am not satisfied on 10 day trial I can return for full refund.

NAME

ADDRESS

CITY STATE

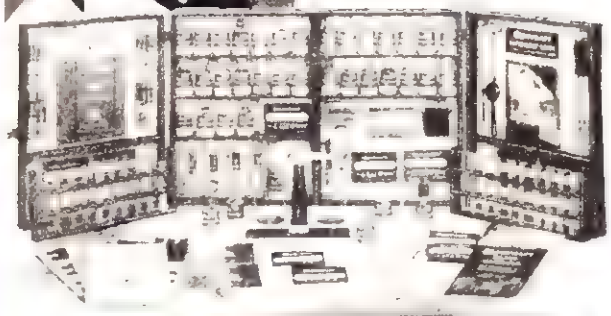
HOW TO DETECT SECRET INKS.... Just like the FBI-


LOOK DAD, WITH CHEMCRAFT I CAN DETECT SECRET INKS!
LOOKS LIKE AN ORDINARY LETTER, DOESN'T IT?... BUT WAIT!
I SPREAD A MAGIC CHEMICAL OVER IT AND... PRESTO!
THE SECRET MESSAGE APPEARS BETWEEN THE LINES!-GEE! CHEMCRAFT IS SWELL!

BOYS! Have fun with CHEMCRAFT

REG U S PAT OFF.

America's Leading Chemistry Outfits



FUN, THRILLS, ADVENTURE AWAIT BOYS WHO ASK DAD FOR CHEMCRAFT!

Chemcraft brings the fun, thrills and adventure of a real chemical laboratory—right into your own home! The very first day you start amazing family and friends with almost unbelievable feats of chemical magic. Like changing water to wine. Writing red, white and blue with one ink. Or changing water to blood and blood to stone. But there's more to Chemcraft than magic. For example, you can make colored glass. Or products like insecticides, perfume, soap, salt, powdered milk and photographic prints. With Chemcraft you do these and hundreds of other equally fascinating yet practical experiments. Send today for FREE booklet, "The Wonders of Chemistry", which gives you the complete story. Put coupon in envelope or paste on penny postal and MAIL TODAY!

READ WHAT OTHER BOYS AND PARENTS SAY ABOUT CHEMCRAFT

"I spend many hours experimenting because I find Chemcraft so much fun." John Usher, Houston, Texas . . . "I shall never pass up the chance to say a good word about Chemcraft. It has helped me greatly in the study of medicine." Telford M. McKee, Lewiston, Idaho . . . "My son had a small Chemcraft outfit last Christmas and was so enthused about it that all he wants this Christmas is another, larger outfit." Cecil M. Van De Venter, Principal, Horace Mann School, Ottumwa, Iowa.

BIG FUTURE OPPORTUNITIES FOR BOYS WITH KNOWLEDGE OF CHEMISTRY!

This is the Age of Chemistry. The future is bright for boys who understand the principles of Chemistry and who appreciate its importance in our daily lives. Chemcraft will help you, as for 30 years it has helped millions of other boys get a head start toward a position of importance in the years ahead.

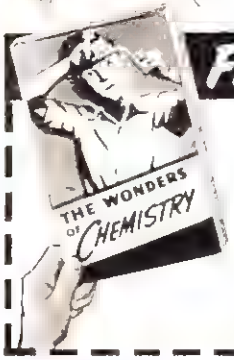
NEW - ILLUSTRATED CHEMISTRY!

EXCLUSIVE WITH CHEMCRAFT

Most important development in chemistry outfits for years. You get the famous Bryan Chemical Illustrators, (left), which show in simple way how to understand the chemical language of symbols and formulae. You also get 12 Chemcraft Charts which illustrate basic processes and laws. In addition, you get an interesting booklet, "The Story of Chemistry," which tells about Chemistry's place in the world of today and tomorrow.

OTHER FEATURES EXCLUSIVE WITH CHEMCRAFT

- Alcohol Lamp blow torch for glass blowing
- Directions for building laboratory apparatus and work benches
- Chemicals marked with formulae as well as name and number
- Largest assortment of finest quality chemicals and equipment.



FREE! THIS EXCITING NEW BOOK!

THE PORTER CHEMICAL COMPANY
26 Prospect Ave. Hagerstown, Md.

Mail me FREE, without obligation, your new booklet, "The Wonders of Chemistry." (Please print plainly.)

Name..... Age.....

Address.....

City.....Zone....State.....

MAIL COUPON TODAY!

GET YOUR MAN—AND HOLD HIM!

Be Lovely to Love

USE NEW, EXCITING TWIN-ALLURE

It's the newest, most exciting way straight to a man's heart!

It makes you lovelier, more alluring—the kind of girl every man wants, every man remembers. Order your Twin-Allure today. Use it. Watch his face light up, his eyes shine! See for yourself how attentive he'll be.

And how simple it is for you! All you do is use your wonderful Twin-Allure Deodorant Stick after shower or bath. It's the newest, most exciting way to keep fresh, dainty, *alluring* — around the clock. It's kind to your skin and your clothes. No mess, no goo, no sprays. Just a touch of its magic—that's all!

Then take your Twin-Allure Stick Cologne (in either Oriental Gardenia or Apple Blossom fragrance). Use it—just a little. You'll be alluring. Unforgettable. Lovely to love!

BOTH **BIG** BOTTLES

Only **$1.98** Plus 20% Federal tax

START TODAY— BE GRATEFUL TOMORROW

Order Twin-Allure today. You get a large, generous stick of solid cologne in an attractive bottle that will look beautiful on your dresser (your choice of two fragrances—Oriental Gardenia or Apple Blossom). This size—for a single stick—sells for as much as two dollars—and more—in stores. And you get an equally large, generous size of Solid Deodorant. If you could find it in stores, this alone would cost you as much as two dollars or more. Together, if you could buy them anywhere else, they could cost you as much as four or five dollars.

Both — in the Twin-Allure Set — are yours for only $1.98!

Use the coupon. Order your set today. Be the kind of girl no man can ever forget!

TO MEN ONLY

You may order Twin-Allure, too—for her birthday, for a special gift—or just because you want to please her. She'll love you for it. Only $1.98 a set. Use coupon to order. (We'll send it direct to her if you prefer.)

EMPRESS PRODUCTS
2 MARBLE AVENUE
PLEASANTVILLE, N. Y.

ORDER FROM EMPRESS AND RULE HIS HEART

EMPRESS PRODUCTS, DEPT. I
2 MARBLE AVE.
PLEASANTVILLE, N. Y.

Send _____ Twin-Allure sets to the address below. I enclose $1.98 plus 20% Federal tax ($2.38 in all) for each set

Check the fragrance you prefer ☐ Oriental Gardenia ☐ Apple Blossom

NAME_____

STREET_____

CITY_____ STATE_____

☐ Check here for C.O.D. shipment. (Enclose $1 deposit on C.O.D. orders.) We will ship Twin-Allure at $1.98 plus tax, postage and C.O.D. charges.

ORDER FROM EMPRESS—AND RULE HIS HEART

IT'S OUT OF THIS WORLD!

SATELLITE WRIST FLASH-O-LITE

ONLY $1.00 postpaid

- Glistening red case with colorful SATELLITE decoration
- Bright blue wrist band adjusts to every boy's and girl's wrist size
- Standard penlite battery and lens-magnifying bulb.

FLASHES 3 COLORS

RED

WHITE

GREEN

Compix, 10 Murray Street, New York 7, N. Y.

Enclosed is . . . . Please rush SATELLITE

Name

Address

City State

EXCITING ANT FARM

FASCINATING!

A living TV screen. The ants put on a quiet yet exciting show that will keep you fascinated for hours.

EDUCATIONAL!

An education in nature study as well as work and patience.

Watch them dig tunnels — see them build rooms — marvel as they erect bridges and move mountains before your very eyes. Ants are the world's tiniest engineers . . . and seeing them plan and construct their intricate highways and subways is fascinating. But they do much more than that! Through the clear plastic walls of your ANT FARM you can see the ant soldiers guarding the roads . . . the laborers carrying their loads . . . the supply corps storing away food for the rest of the colony.

ONLY

$2.98

FREE BOOK!

"The Ant Watchers Manual" is included with every ANT FARM. It tells you all about your ants and what to expect of them.

HERE'S AN ANT'S ENTIRE WORLD!

COMPIX, Dept. TB-7
11 Park Place
New York 7, N. Y. **NO C.O.D.'s**
HERE'S MY $2.98!
Rush the ANT FARM to me!

Name .....

Address .....

City ..... **State** ..

Thousands Sold at this LOW PRICE!

LIFETIME CHRONOGRAPH STOPWATCH—WINDOW CALENDAR WRIST-WATCH

PRECISION JEWELED

Comes with Handsome Matching Expansion Band AT NO EXTRA COST!

WEAR AND ENJOY This Watch on

DATE CHANGES EVERY DAY Auto-matically

10-DAY FREE TRIAL!

This Swiss-Precision Watch is Also a

- **TACHOMETER:** Measures speeds of moving objects.
- **TELEMETER:** Measures distance between points.

and

- **12 HOUR RECORDER**

•

It's Also ANTI-MAGNETIC

ONLY $8.95 plus 10% Fed. Tax

1-YEAR GUARANTEE Against defective workmanship and materials. A Lifetime Service Guarantee after one year period. Watch will be serviced and repaired at the cost of parts only, our labor free.

Check These Features!

THESE HIGH PRICE FEATURES USUALLY OFFERED IN WATCHES SELLING AT $50.00 or MORE

- Precision Made, Imported Swiss Jeweled Movement.
- 2-Push Buttons for "Stop" and "Start."
- Red Sweep-Second Hand.
- Unbreakable Crystal.
- Triple Chrome-Plated Case for Lasting Wear.
- Chronograph, Window Calendar and Stopwatch All-in-One.
- Radium Glow See-At-Night Hands and Numerals
- Anti-Magnetic.
- Handsome, Matching Expansion Wristband.

How-to-use, complete instructions plus 1-Year Guarantee and Lifetime Service Guarantee included.

A sensational bargain! Don't miss it — or you may be too late! You have always wanted a watch with these expensive features. Now you can have them AT A PRICE YOU CAN AFFORD! This accurate, precision-made Window Calendar Chronograph is ideal for the members of our Armed Services, for sportsmen, doctors, photographers, engineers, technicians, executives, etc. And as for gifts . . . it's A PERFECT GIFT FOR EVERY OCCASION, such as Graduation, Birthday, Anniversary, Holiday, etc. SEND NO MONEY! Simply mail coupon below for 10-Day FREE TRIAL. Do it now, before supply is exhausted!

MONEY-BACK GUARANTEE!

Be sure to order this amazing Chronograph Stopwatch — Window Calendar Wrist-Watch WHILE THE SUPPLY LASTS! Use it — and ENJOY IT—for 10 full days. If this wonderful combination timepiece isn't everything we say it is, return it for immediate refund of your purchase price. Don't take a chance on being disappointed . . . mail FREE-TRIAL Coupon NOW!

BUYER'S GUILD, Inc., Woodbridge, N. J., Dept. 3111

MAIL FREE-TRIAL COUPON TODAY!

BUYER'S GUILD, Inc., Dept. 3111
Woodbridge, New Jersey

Send _____ Chronograph Watch(es) at $8.95 plus 90¢ Fed. Tax each. I enclose $1 for each watch. Will pay postman balance, plus postage. If not completely satisfied may return Watch within 10 days for immediate refund of purchase price.

Name _____

Address _____

City & Zone _____ State _____

☐ SAVE POSTAGE! *Send $9.85 (includes Fed. Tax) and we pay postage. Same 10 Day Free Trial and Money Back Guarantee*

How I Made a Small Fortune In Spare Time!

(WITHOUT SPENDING A PENNY)

The TRUE STORY of William Bergstrom of Illinois

IT STARTED WHEN JIM WHITE PULLED UP IN HIS NEW CAR
Hi, Bill! Like my new car?
How can he afford that on the salary he makes?
I made $88 EXTRA this week, thanks to this terrific Selling Outfit!
What's in there. Diamonds?
No, but maybe BETTER! I'm a Mason Shoe Man in off hours You should see how people buy these shoes! Look, real AIR CUSHION innersoles!
GOSH! Can I make money that way?
Jim told me Mason sends a Selling Outfit FREE and shows how to make MONEY. So I mailed a coupon. My wife was thrilled·
Bill! Look . a real air cushion innersole that customers can feel!
And look at this: Over 175 different styles! Dress shoes, sport shoes work shoes from width AAAA to EEEE
I started with friends, relatives, people where I worked EVERYBODY wants comfortable shoes!
Just feel that cushion, Joe! Wouldn't you like to "Walk on Air" all day long?
Say I'd like those shoes You sure have swell styles . my right size, too!
Soon the Mason people sent me actual sample shoes, and sales came faster than ever!
Say you have a larger selection than a store!
Stores can't carry all the sizes and widths to fit every foot right Mason has 200,000 pairs on hand, so I'm never out of a style, size or width!
My spare-time business grew by leaps and bounds. It was a cinch getting repeat orders!
Hello, Mr Jones Its been 2 months since I've called on you
Come in, Mr Bergstrom Time I was getting another pair of Mason shoes. My wife needs a pair, too!
I never had a shoe fit so well!
I soon had a business that brought me over $3,000 EXTRA a year, plus exciting prizes. I found real security
Bill! a new toaster!
Didn't cost a cent! Mason gave it to me They give away thousands of prizes every year I've really made a small fortune!

Mail Coupon For YOUR FREE Money-Making Outfit!

What would YOU do with $3,000 EXTRA income a year? Thousands of men are making handsome **extra incomes** with Mason Shoe You don't invest one cent...ever. You need no experience We'll send you a complete Starting Outfit FREE! It features handsome line of over 175 styles in smart dress shoes, sporty casuals and fast-selling work shoes...and includes 10-second Air Cushion demonstrator, Measuring equipment, Money-making booklet, National ads.. EVERYTHING you need to start making **big money** from your first hour!

If you want to give yourself a **raise** every month—with a steady-profit repeat-order business...if you want to be **your own boss**...just rush this coupon TODAY to Mason Shoe Mfg. Co.. Dept MA871 Chippewa Falls, Wisconsin. You'll receive your powerful *FREE* SALES OUTFIT *right away!*

Mr. Ned Mason, Dept. MA871
Mason Shoe Mfg. Co.
Chippewa Falls, Wisconsin

You bet I want to start making a small fortune in spare time! Rush my FREE SELLING OUTFIT with everything I need to start making money my first hour!

Name_____ **Age**_____

Address_____

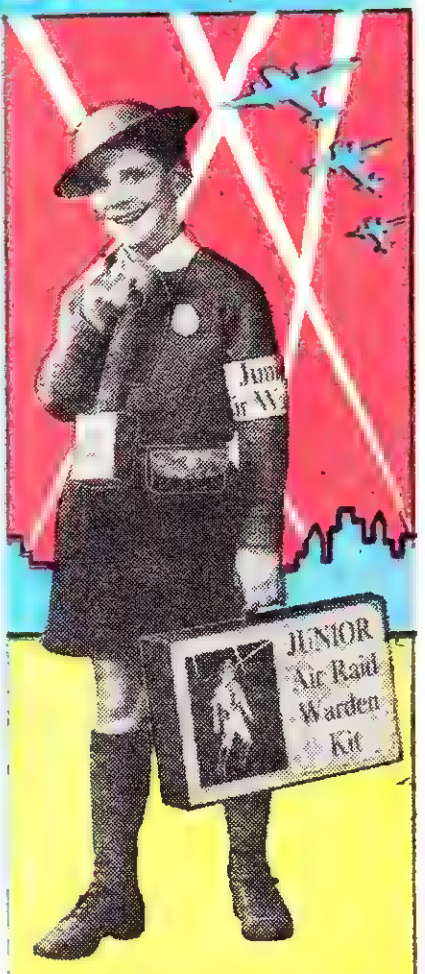
Town_____ **State**_____

Get this JUNIOR AIR RAID WARDEN KIT · READ FREE OFFER

Here's an amazing opportunity for every full blooded American boy to prepare himself and his buddies against enemy air attacks. Lots of fun! Exciting! Thrilling! With this special offer you get a complete Junior Air Raid Warden kit and if you act at once, you will receive FREE with your order a heavy carrying case (size 14½" long by 10" high) which is built with compartments to hold each of the many items. Read on and learn how to get yours.

BOYS! BE READY FOR ENEMY AIR ATTACKS

You owe it to your Uncle Sam to know just what to do in the event of an air attack. This Junior Air Raid Warden kit has been devised to enable you to practice and play . . . BUT you learn as you play. You are furnished with a Helmet, First Aid Kit, Bright Metal Badge, Shrill Siren - like Whistle, Junior Arm Band, Identification Cards, Report Sheets, Pencil and Note Book, Gas Mask and Splints. All these items are included so you go through the exciting and thrilling experience while you play of an actual alarm or attack. Everyone of your friends will want to play with you . . . you will become the most popular boy in the block. All of your boy friends will want a kit. Be the first one to proudly wear and use the many articles included in your Junior Air Raid Warden kit . . . and don't forget, if you act at once, you receive FREE of extra cost with your order, the handsome carrying case which has a handle and everything in it, just like the picture of this advertisement.



GUARANTEE—You take no risk! You must be 100% delighted or you may return within five days for full refund of purchase price.

Just What Every American Boy Needs

You no longer need envy your Dad or neighbor when you see them strut the streets with their air raid warden outfits, whistles, bands, hats, etc. This Junior Air Raid Warden kit contains everything to make you look like a real air raid warden . . . but better still is the fun you will get out of playing and practicing. Uncle Sam wants every American boy to know his job in the event of an enemy air attack. You need this outfit to help prepare yourself for such an emergency. You can form Junior Air Raid Warden Clubs and enjoy great thrills in this almost realistic sport. Order your kit today and be the first one in your neighborhood to gain added popularity. All instructions are included.

SEND NO MONEY

Just sign your name and address to the coupon. (Write or print carefully in order to avoid mistakes.) We will ship the complete outfit, including the free carrying case (size 14½" long x 10" high) by return mail. Deposit $1.69, plus postage, with the postman on arrival but act at once because a limited number are only available at this special introductory price.

KAY NOVELTY CO. Dept 2604
535 FIFTH AVE., New York, N. Y.

PUSH COUPON NOW!

AIR RAID SHELTER

KAY NOVELTY CO.
Dept.2604 535 Fifth Ave. New York, N. Y.

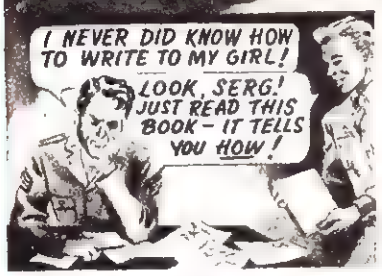
Send me one of your thrilling and exciting complete Junior Air Raid Warden Kits by return mail. Also include the heavy Carrying Case (size 14½ L x 10 H) without extra cost. I will pay postman $1.69 plus postage on arrival. It is understood if I am not 100% delighted I may return within five days and you will refund purchase price.

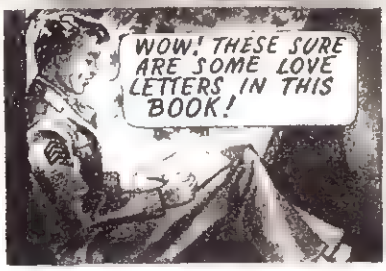
Name _____

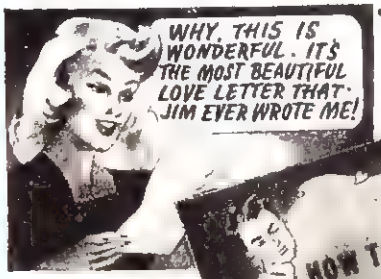
Street _____

City _____ State _____

NOTE: Only two kits will be delivered to a single customer at this introductory price.







Just Follow the Instructions in This Amazing New Book!

No longer will your letters be dry, awkward and uninteresting. HOW TO WRITE LOVE LETTERS shows you how the most common things can sound interesting—will help you express your personality in your letters. This new book contains dozens of actual sample letters that show just how to write letters from beginning to end. Included are scores of model love letters by world-famous people—lists of useful synonyms—common errors, and how to avoid them—the correct spelling of many catchy words—many other important letter-writing hints. And remember, with each book you receive ONE YEAR'S supply of Gold Monograms for your writing paper, FREE! Stravon Publishers, 342 Madison Avenue, N. Y. C.

MONEY-BACK OFFER!

We believe you can write real love letters that click with the help of this amazing book—but we want *you* to be the judge! Examine the book for 10 days at our expense—if not delighted with results, return it and your money will be promptly refunded!

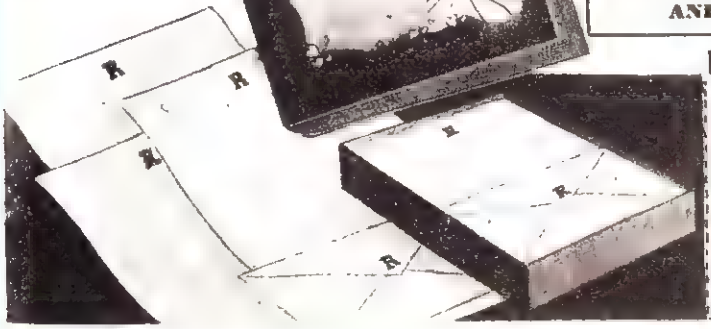
FREE

with Each Order —One Year's Supply of Gold Monograms for Your STATIONERY!

PARTIAL CONTENTS

How to express your love.
How to make him (or her) miss you.
How to assure him (or her) of your faithfulness.
How to "break the ice."
How to tell your husband (or wife) those "little things" of love.
How to discourage the "too romantic" friend.
How to *propose* by letter.
How to make your sweetheart write more often.
How to write the girl you met on your day off.
How to "make up" with your sweetheart.
How to make everyday events sound interesting.

AND MANY OTHER CHAPTERS!



MAIL COUPON TODAY...!

STRAVON PUBLISHERS, Dept L 995
342 Madison Ave., New York 17, N. Y.

Send book, "How to Write Love Letters," in Plain Wrapper, together with One Year's Supply of Gold Monograms for my stationery. If not delighted, I may return this purchase in 10 days and my money will be refunded.

☐ Send C. O. D. I will pay postman 98c plus few cents postage.
☐ I enclose 98c—send postpaid.

NAME.....

ADDRESS.....

In Canada—$1.25 with order.

Jim Prentice
ANNOUNCES HIS Super
ELECTRIC FOOTBALL
One Minute to Play--
70 yds. Down the field
ZOOM!
OUT of DANGER
Electric
Baseball
MAIL THIS COUPON NOW — AVOID CHRISTMAS RUSH
ELECTRIC GAME COMPANY, INC.
Amount Enclosed
ELECTRIC FOOTBALL $
ELECTRIC BASEBALL $
less batteries
Name
Address
Town
$2 less Batteries
ORDER EARLY!

MEDICAL TABLET DISCOVERY!

SAFE, NEW, EASY WAY!

STOPS "BED WETTING"

Without Electrical Devices . . . Rubber Sheets . . . Alarms . . .

Ends Shame, Discomfort, Inconvenience Almost Miraculously!

SIMPLE SAFE TABLET DOES IT

DRY-TABS is the same safe medical discovery that is prescribed by many doctors. Now, it is available for the first time without prescription to all the victims of BED-WETTING who long to rid themselves of this distressing habit once and for all. DRY-TABS is safe, not habit forming, contains no harmful drugs—Follow simple directions.

"DRY-TAB THERAPY" Eventually Allows BED-WETTING Victims to Function Normally Without Further Medication

DRY-TABS, in most cases, does not offer merely temporary stopping of BED-WETTING. In case after case, as revealed in clinical tests conducted in hospitals by medical scientists, the DRY-TABS formula proved itself to be a tablet that gives direct support to the patient in controlling his BED-WETTING. The benefits of the DRY-TABS formula may be expected to be effective beyond the period when it is taken regularly. It helps the BED-WETTING victim to retrain, tends to increase strength of sphincter and detrusor muscles controlling urination. Many cases have discontinued the use of DRY-TABS after a short time and found they were functioning normally. So BED-WETTING victims do not have to be slaves to any kind of medication if their case is of the type that responds to the re-training power of DRY-TABS. This is probably one of the greatest advancements ever made in BED-WETTING therapy. Yes, once DRY-TABS stops BED-WETTING, its use may no longer be required, normal functioning and control may be developed almost miraculously. So don't hesitate a minute longer. Order DRY-TABS Today!

DRY-TABS Amazing Formula Effective in 75% of Cases

CASE NO. 1. Healthy, intelligent boy, 9 years old. BED-WETTING since infancy. Child could not break habit. All other medication failed. DRY-TABS formula taken for two three-week periods. Child has remained well for the past three years.

CASE NO. 2. Normal boy, history of BED-WETTING since infancy. Child had no organic defect. Various cures failed. Put on DRY-TABS formula routine. After a month, habit suddenly stopped.

CASE NO. 3. Male, aged 23 years. BED-WETTING since birth. Many forms of treatment failed. Unable to accept invitation to sleep out over-night. Recently married, and embarrassed by habit. After formula taken, wet bed the first two nights but never since that time.

CASE NO. 4. Girl, aged 6 years. Wet bed since infancy. Nervous, irritable. DRY-TABS formula administered for regular period. BED-WETTING stopped almost immediately. Slight relapse. Formula administered again. Child responded immediately once more, and history reveals no further relapse.

CASE NO. 5. Man, 42 years old, wet "heavily." Medication started. Wet during second week and continued to wet when medication was withdrawn for following week. Restarted after rest period, and after five-day treatment seemed to retain control of bladder function.

CASE NO. 6. Woman, 76 years old. DRY-TABS formula administered for 6 days. Improvement, upon withdrawal of medication, improvement remained. Continued gradual return of control. One year without formula and control is adequate.

WHY endure the needless shame, embarrassment, humiliation . . . the discomfort and distress of this unfortunate habit? Why put up with the daily nuisance of changing and washing bed linen and clothes? Why suffer the mortification of foul smelling bedrooms . . . the expense of ruined furniture . . the danger of catching cold and infectious rashes?

Doctors agree that BED-WETTING can cause nervousness, stuttering and emotional disturbances in children, very often seriously affecting their future and character, making them "psychological cripples."

But now the disgrace and danger of BED-WETTING can very easily be a thing of the past with amazing new DRY-TABS. At last, medical science has discovered a safe, new, easy way to stop BED-WETTING without electrical devices . . . without rubber sheets, alarms or special diets and without interrupting needed sleep. DRY-TABS, in easy-to-take tablet form, does away with BED-WETTING as painlessly, easily and simply as swallowing an aspirin. Yes, almost miraculously, amazing, safe DRY-TABS, used as directed, help stop functional BED-WETTING . . . relieve tension and strain, often the underlying cause in most cases of this unfortunate habit. Now, for the first time, safe DRY-TABS can be obtained without prescription.

DEVELOPED AFTER YEARS OF EXTENSIVE HOSPITAL AND CLINICAL RESEARCH AS REVEALED IN MEDICAL LITERATURE

The discoveries of science, many times, are brought about by indirect means. Take the case of the exclusive DRY-TABS formula. Medical practitioners chanced upon this formula while they were investigating a remedy for another illness. Noting the remarkable effect that this formula had upon BED-WETTING they concentrated their efforts on this new data and developed the formula to its present state of perfection. The result is the new DRY-TABS, a remarkable tablet that has brought new hope to thousands of tormented victims of BED-WETTING. Before this formula was released to the public, it was tested in clinics and hospitals by medical scientists on controlled groups of patients. The DRY-TABS formula is the result of thorough medical research the same kind of research and care that is given to any product that is to be placed in the hands of the public. Chalk up BED-WETTING as one more ailment that has been conquered by the men of science. Think of it, no expensive electrical devices, cumbersome rubber sheets, special diets or mechanical alarms. Just a wonderful new tablet . . . DRY-TABS . . . product of medical research . . . offering the hope of a new future for all these sufferers of BED-WETTING. Be sure to order DRY-TABS today!

ADULTS: START LIVING A NORMAL LIFE TONIGHT!

Scientific tests actually prove DRY-TABS to be 75% effective in stopping this unfortunate habit—even after years of torment! Ends the constant worry of overnight hotel stops and fear of public embarrassment while napping on trains and buses. Don't wait another day. If your loved ones suffer the humiliation, the disgrace, insecurity and helplessness only BED-WETTING can cause, order DRY-TABS NOW! Easy to take, can be dissolved in water if necessary. Just follow simple directions.

MAKE THIS HOME TEST: Here is your guarantee of satisfaction. Try DRY-TABS for the prescribed period. If you are not completely overjoyed with DRY-TABS' amazing ability to help stop BED-WETTING, your purchase price will be refunded. Accept this no-risk offer. Order DRY-TABS now!

SEND NO MONEY: Just name and address for generous 3-week supply. On arrival pay postman only $3.00 per package plus C.O.D. charges on guarantee of complete satisfaction or money back.

MAIL THIS COUPON TODAY

GARY PHARMACAL CO., Dept. 871
7500 Saginaw Avenue, Chicago 49, Illinois

Please send me 3-week supply of DRY-TABS on guarantee BED-WETTING must be stopped or money back.

- ☐ **Send C.O.D., I will pay postman $3.00 per package plus postage.**
- ☐ **Cash enclosed, we pay all postage.**
- ☐ **Send 2 packages (6-week supply) for $5.50.**

Name _____

Address _____

City _____ **Zone** _____ **State** _____

(Printed in the United States of America)

LEARN TO DANCE

IN YOUR OWN HOME . . . in 1 WEEK . . . or

DOUBLE YOUR MONEY BACK!

Sensational New "Tell-and-Show" Way Enables You To Learn A Complete, New Dance Each Evening!

NOW DANCE THE

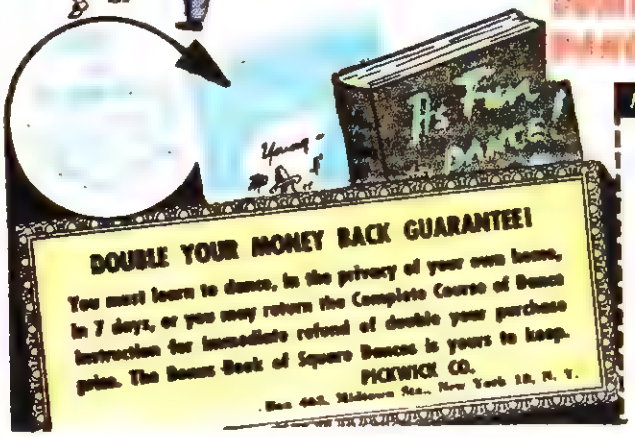
WALTZ
FOX-TROT
RHUMBA
TANGO
SAMBA
CONGA
LINDY
JITTERBUG
SQUARE DANCES

This new speed-method makes learning to dance so simple, quick and easy — you will amaze your friends in one single week! You'll be able to say "good-bye" to loneliness and "hello" to fun and romance. Of course, if you enjoy being a wallflower this easy, quick, self-teaching method is not for you. But, if you want to get out of your rut and start living — send for this Complete Dance Instruction Course on our DOUBLE YOUR MONEY BACK GUARANTEE! You have nothing to lose, and popularity and good times to gain, so act now! For your promptness, we include without extra charge, a wonderful book of Square Dances.

A picture of a dancing couple shows you each step and movement; easy follow-the-footprint drawings for every step of each complete dance. Simple-to-read instructions. All together, this new speed-method makes it easy and quick to learn to dance.

The good dancers have the best times . . . get the most invitations. Here' your chance to own this new, complete, Short-Cut Course to expert dancing. And, DOUBLE YOUR MONEY BACK if it isn't everything we say it is. The bonus book of Square Dances is yours.

COMPLETE COURSE OF DANCE INSTRUCTION ONLY $1.98



DOUBLE YOUR MONEY BACK GUARANTEE!

You must learn to dance, in the privacy of your own home, in 7 days, or you may return the Complete Course of Dance Instruction for immediate refund of double your purchase price. The Bonus Book of Square Dances is yours to keep.

PICKWICK CO.
Box 463, Midtown Sta., New York 18, N. Y.

MAIL DOUBLE REFUND COUPON NOW!

PICKWICK CO., Dept. 627-AC
Box 463, Midtown Sta., New York 18, N. Y.

Send, at once, the Complete Course of Dance Instruction. For my promptness, include the Book of Square Dances. On delivery, will pay postman just $1.98 plus postage. If not delighted and thrilled within 7 days, may return the Dance Course for REFUND OF DOUBLE THE PURCHASE PRICE. The Book of Square Dances is mine to keep.

Name _____

Address _____

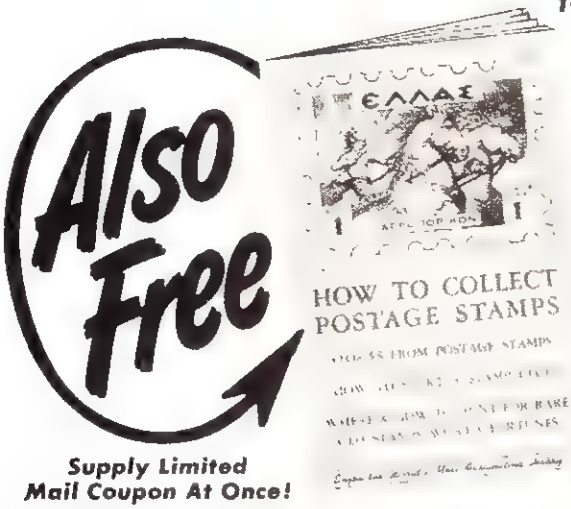
City _____ Zone _____ State _____

☐ SAVE MONEY: Send payment now, and we pay the 4¢ postage. No APO, FPO, or Foreign C.O.D.'s.

FREE...10 HITLER STAMPS

10 Scarce Stamps–All Different–Sent Free

TO SECURE NAMES FOR OUR MAILING LIST



Supply Limited Mail Coupon At Once!

MAIL coupon at once. We'll send you this fascinating set of 10 Hitler stamps. Different sizes, colors, values. NO COST TO YOU.

These valuable stamps were issued by the short-lived nation of Bohemia-Moravia. They are much sought after. Now they are becoming SCARCE. And since the nation is no longer in existence—no new issues can be minted. Our supply is limited. So, don't ask for more than one set.

FREE 32-Page Book

In addition to the FREE Hitler Stamps, we'll also include other interesting offers for your inspection—PLUS a FREE copy of our helpful, informative book, "How To Collect Postage Stamps." It contains fascinating and true stories such as the one about the 1¢ stamp (which a schoolboy gladly sold for $1.50) and which was later bought for FORTY THOUSAND DOLLARS.

This Free Book also contains expert advice on collecting; shows how to get started; where and how to find rare stamps; how to tell their real value; how to mount them, trade them; how to start a stamp club; exciting stamp games, etc. It has pictures galore! Full pages of pictures showing odd stamps depicting native men and women from faraway lands; ferocious beasts, etc.

MAIL COUPON NOW

Be the first in your neighborhood to have this valuable set of Hitler Stamps. Your friends will envy you for it and want to buy the set from you. It will become one of the most prized sets of any stamp collection. But you must hurry if you want to get the 10 Hitler Stamps FREE. This special offer may have to be withdrawn soon. Rush coupon NOW to: **Littleton Stamp Co., Dept. HCG-5-6, Littleton, New Hampshire.**

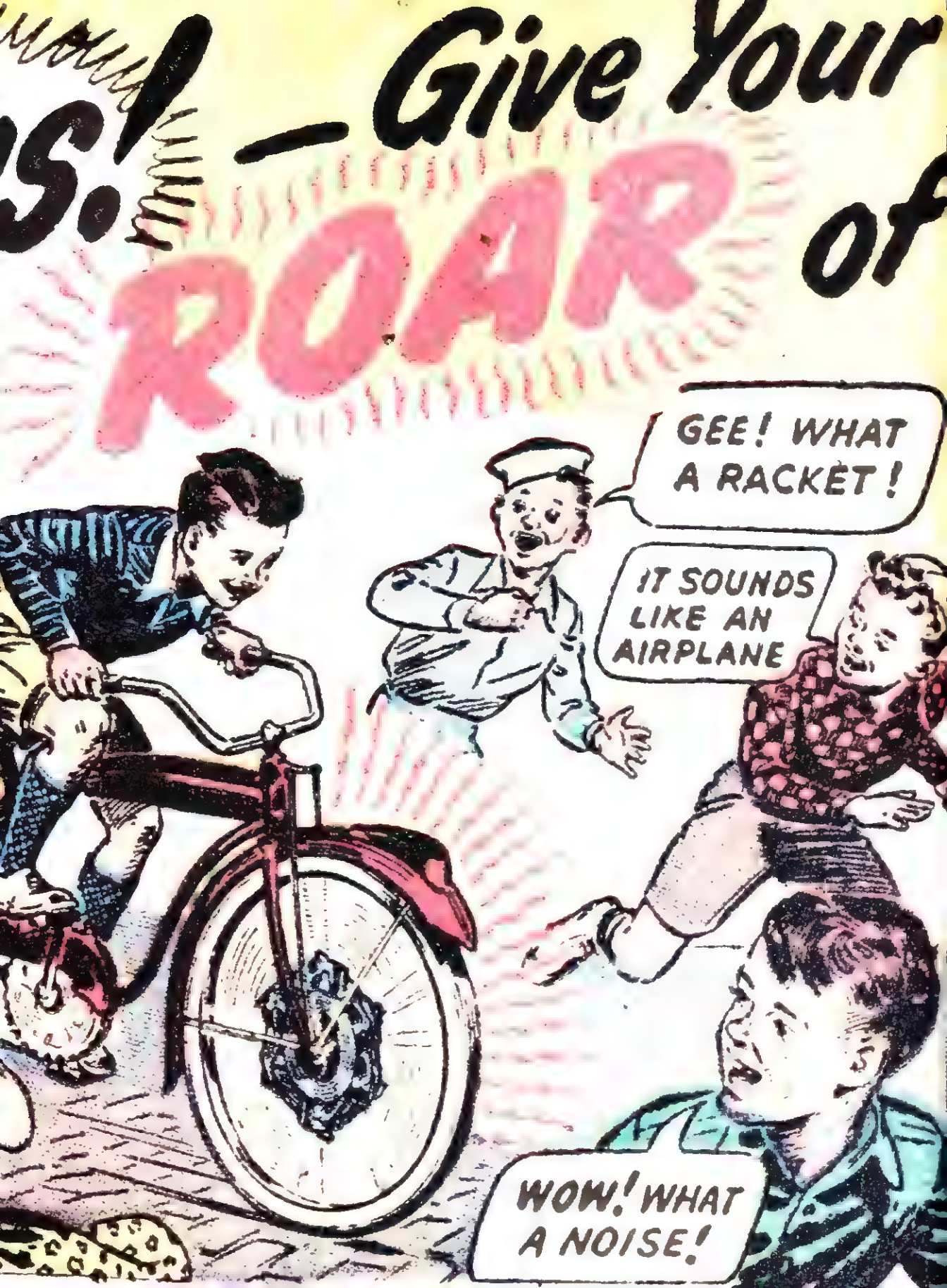
LITTLETON STAMP CO.,
DEPT. HCG-5-6, LITTLETON, N. H.

Send—AT NO COST TO ME—the valuable set of 10 Hitler stamps and the informative booklet, "How To Collect Postage Stamps."

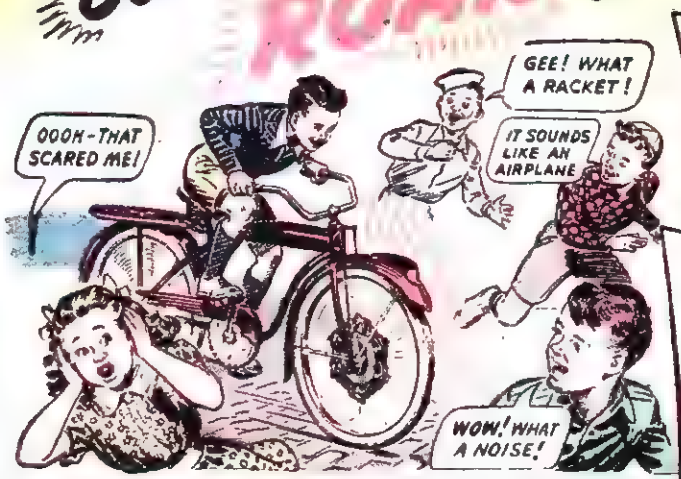
Name .....

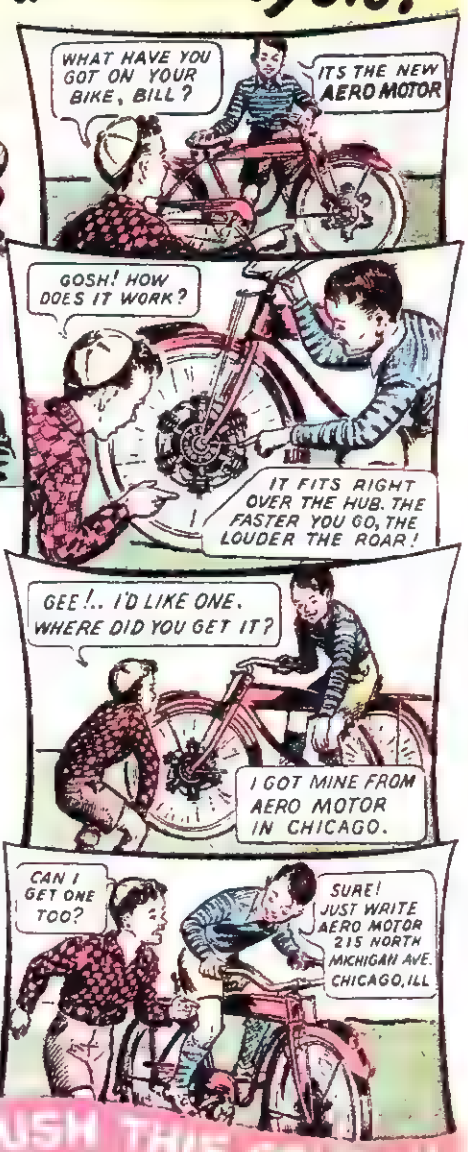
Address .....

City ..... State .....


s!—Give Your
ROAR
of
GEE! WHAT A RACKET!
IT SOUNDS LIKE AN AIRPLANE
WOW! WHAT A NOISE!

BOYS! — Give Your Bike the ROAR of a Motorcycle!




WHAT HAVE YOU GOT ON YOUR BIKE, BILL?
IT'S THE NEW AERO MOTOR
GOSH! HOW DOES IT WORK?
IT FITS RIGHT OVER THE HUB. THE FASTER YOU GO, THE LOUDER THE ROAR!
GEE!.. I'D LIKE ONE. WHERE DID YOU GET IT?
I GOT MINE FROM AERO MOTOR IN CHICAGO.
CAN I GET ONE TOO?
SURE! JUST WRITE AERO MOTOR 215 NORTH MICHIGAN AVE. CHICAGO, ILL

AMAZING NEW INVENTION MAKES EVERY RIDE A THRILL!

Startle your buddies!

This sensational, new Aero-Motor gives you a thrill on every ride! Not a motor but looks and sounds just like a real engine. The faster you go the louder the roar. Special "four-engine" sound device can give you an extra mighty roar like a Thunderbolt. When you slow down, you get the steady purr of a machine gun. Watch people scatter and look up when you come along. It's the thrill of a lifetime. When you stop a crowd will gather around you. Easily attached in a few minutes. Nothing to get out of order. Write for yours NOW.

BIKE DECORATION SET EXTRA *for prompt action!*

If you order NOW we will include at no additional cost a Bike Decoration Kit which includes flags and red, white and blue streamers 10 ft. long to dress up your bike on special occasions. Order TODAY.

ONLY $1.49

SEND NO MONEY

Just send name and address. On arrival pay postman $1.49 plus C.O.D. postage on our guarantee if not completely satisfied your money back. If you send cash, we pay postage.

Aero-Motor Co. Dept. 861-F, 215 N. Mich. Ave., Chicago 1, Ill.

RUSH THIS COUPON

Aero-Motor Co.
Dept. 861-F, 215 N. Michigan Ave., Chicago 1, Ill.

Send Aero-Motor plus Bike Decoration Kit as a reward for prompt action. On arrival, I'll deposit $1.49 plus C.O.D. postage on guarantee if not completely satisfied I can return and you will refund my money.

Name.....

Address.....

City.....Zone....State.....

SAVE MONEY. If you send cash, we pay postage.

A NEW SCIENTIFIC TOY!

NUTTY PUTTY

ONLY $1.00

NUTTY PUTTY . . . real crazy!!! A liquid solid! Amazing and fun! Roll into a ball, it bounces! Hit with hammer — it shatters! Pull it slowly — it stretches! Press it on a comic book and it steals a perfect impression in color . . . Leave it alone and it sinks into a tired little puddle. Comes in a leakproof plastic egg . . . You'll relax with this one — and really have a ball.

It is made of the wonder material your parents have read about in Life, Time, and other magazines. Truly a great new toy. This is the real THING.

Order now —Return this rush coupon with your $1.00

MONEY BACK GUARANTEE

LUCKY PRODUCTS DEPT. NNC-1
Carle Place, L. I., N. Y.

Gentlemen.

Here is my dollar. Please rush Nutty Putty. If I am not completely satisfied, I can return merchandise for full refund. Canada and foreign orders send $1.50 postal money order.

Name .....

Address .....

City .....State.....

Amazing Ever Popular Scene-in-Action

Forest Fire Lamp

Copyright 1946 by Rapids Specialties Co.

is Back Again

MOTION ...So real it defies ready detection.

REALISTIC COLORS ...Only technicolor rivals the beauty of moving flames sweeping thru a pine forest.

EXCITING ...Makes everyone who sees it gasp with wonder.

Here's the most attractive lamp ever created. A gorgeous scenic table lamp that actually shows a pine forest being swept by moving flames. Has so much action and color you just won't be able to take your eyes off it. So realistic you can almost hear the crackling of the burning pines. But you will actually have to see this spectacular patented lamp in your own home to really appreciate it. That's why we are making this generous trial offer.

COMPLETE WITH PLUG AND CORD
Improved model is back . . . 8 inches high with a circumference of 17 inches. Base and top made of sturdy plastic.

Same Price As Before the War!

$4.95

NIAGARA FALLS LAMP
ALSO AVAILABLE . . .
Imagine a lamp that portrays Niagara Falls in all its scenic splendor. Will bring back those romantic memories of your honeymoon days

Send for LAMP ON APPROVAL!

TEST 10 DAYS AT OUR RISK

Fill in coupon and mail today. Send no money. When your gorgeous Forest Fire Lamp arrives just deposit $4.95 plus postage through postman. Show it to your family and friends. Use it yourself in your home for ten days at our risk. Then if you aren't so delighted with your bargain that you won't want to give it up for all the world, return it and get your money back. DON'T WAIT, BUT WRITE TODAY!

EXTRA AT NO EXTRA COST

. . . If you act now you will receive absolutely without extra cost as a reward for promptness, a marvelous WONDER LEAF. So startling, so beautiful that it causes comment wherever seen. You simply pin the WONDER LEAF to your curtain, it lives on air alone and grows unique, amazing plants. So act now. Take advantage of this sensational offer now. It may be withdrawn at any time.

PIN AMAZING LEAF ON YOUR CURTAIN

WONDER LEAF lives on air alone. Called the "Leaf of Life," this amazing tropical WONDER LEAF grows on air alone, pinned to curtain or wall. Most important, each leaf produces delicate plants which, cut and planted in pots, will grow plants two feet high with brilliant, multi colored pendulous flowers. YOU GET This at no extra cost when you mail coupon at right

Mail this 10 DAY TRIAL COUPON

SEND NO MONEY — MAIL COUPON

SCENE-IN-ACTION LAMP COMPANY, Dept. F-1511, Grand Rapids 2, Mich.
Send order checked below. I will pay postman on arrival of lamp (or lamps) on guarantee that I may use it 10 full days and return it if not satisfied and get full refund. (Send money with order—Scene-in-Action Lamp Co. will pay postage).

☐ Forest Fire Lamp, $4.95 ☐ Niagara Falls Lamp, $4.95

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

SCENE-IN-ACTION LAMP COMPANY
Dept. F-58
Grand Rapids 2, Mich.

GET THIS WONDERFUL BANK!

ACTUAL SIZE
6" x 3½"

SAVE ALL COINS IN THE NEW
Gay and Exciting
SELF-LIGHTING *Juke Box*

NON-MUSICAL

Smart to Save and Fun Too!

It's smart to save . . . and fun too when every time you drop a coin in this romantic Juke Box it lights up and flashes on "It's fun to save." This beautifully designed plastic and metal BANK is fun for children and grown ups alike and belongs in every home and office.

only $1.98

NON-MUSICAL
LOOKS LIKE A REAL JUKE BOX

UNCONDITIONAL MONEY BACK GUARANTEE!

Send no money—Upon arrival, just pay postman $1.98 plus a few cents postage (and C.O.D. fee) or if you wish to save mailing charges and receive your *surprise gift*, enclose $1.98 with your order today.

SILVER KING JEWELERS

730 W. SHERIDAN ROAD
CHICAGO 13, ILLINOIS

Surprise Gift!

A beautiful gift given to you if full payment accompanies your order!

SILVER KING JEWELERS 730 W. SHERIDAN ROAD CHICAGO 13, ILLINOIS

Please rush.....(State Quantity) Juke Box Dept. 128

☐ I enclose $.....(Send cash, check, or money order.) Ship postpaid.

☐ Please ship C.O.D. I will pay Postman.

SAVE POSTAGE AND C.O.D. FEES—SEND PAYMENT WITH ORDER.

NAME .....

ADDRESS .....

CITY..... STATE.....
(Zone, if any)

Win! Play BINGO AT HOME

Size
3½" X 4½"

Exciting! Some FUN!

Now play BINGO at home with this fascinating automatic Bingo outfit. You'll get an added kick pushing the levers waiting for your winning numbers to come up.

It's New! Fascinating!

BINGO is a new, attractive way of playing this fascinating game at home or at parties. Many can play at the same time. All will be held in suspense waiting for the matching number on their cards to come up when the plunger is pushed.

Made of nickel-plated polished pressed steel with attractive stripes of dull satin finish. Numbers and letters on dials are large and attractively colored.

Furnished complete with master chart, good supply of BINGO cards and fibre markers . . . sufficient for 15 players. BINGO furnished complete, ready to play, for only $2.98. Pay postman price plus postage or send $3.00 now and we pay postage.

Only $2.98 Complete

Guaranteed

Fully Guaranteed to Please or full refund of purchase price within 5 days.

SEND NO MONEY! RUSH COUPON!

Fifth Ave. Mdse. Mart., Dept. BD66
150 Nassau Street, New York 7, N. Y.

Send complete "BINGO" outfit by return mail. It is understood if I am not delighted after 5 days, I may return for full refund of purchase price.

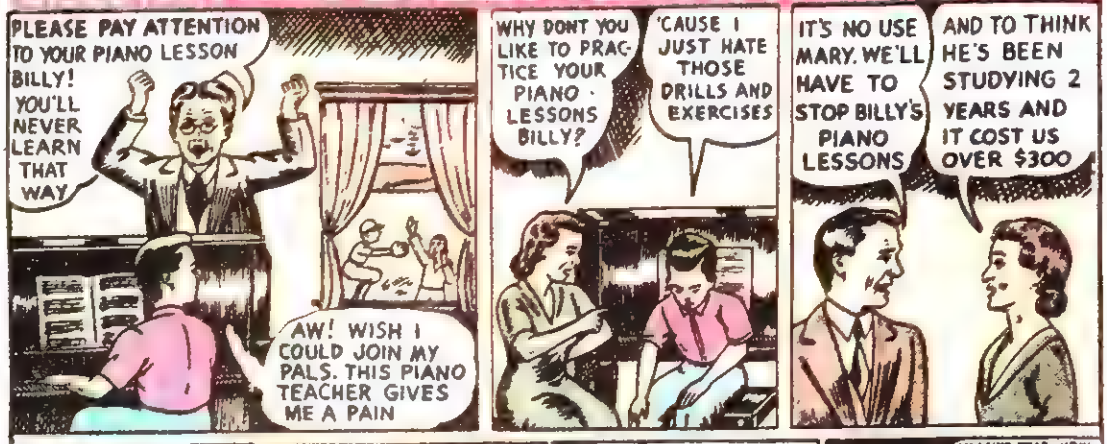
- ☐ Send C.O.D. I will pay $2.98 plus postage.
- ☐ Enclosed find $3.00 in full payment. Subject to same guarantee.
- ☐ Send 2 complete outfits, special price $5.50 plus postage.

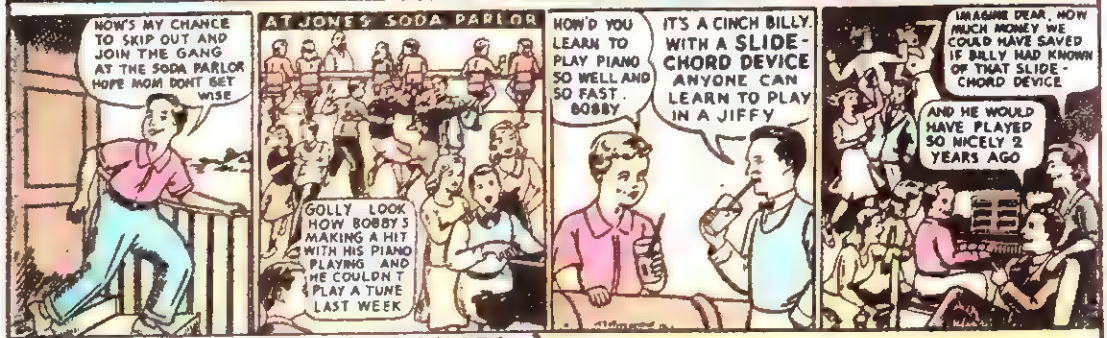
NAME.....

ADDRESS.....

City.....Zone....State.....

HOW A SIMPLE DISCOVERY MADE BILLY A VERY HAPPY BOY


PLEASE PAY ATTENTION TO YOUR PIANO LESSON BILLY! YOU'LL NEVER LEARN THAT WAY
AW! WISH I COULD JOIN MY PALS. THIS PIANO TEACHER GIVES ME A PAIN
WHY DONT YOU LIKE TO PRACTICE YOUR PIANO LESSONS BILLY?
'CAUSE I JUST HATE THOSE DRILLS AND EXERCISES
IT'S NO USE MARY. WE'LL HAVE TO STOP BILLY'S PIANO LESSONS
AND TO THINK HE'S BEEN STUDYING 2 YEARS AND IT COST US OVER $300


NOW'S MY CHANCE TO SKIP OUT AND JOIN THE GANG AT THE SODA PARLOR HOPE MOM DONT GET WISE
AT JONES SODA PARLOR
GOLLY LOOK HOW BOBBY'S MAKING A HIT WITH HIS PIANO PLAYING AND HE COULDN'T PLAY A TUNE LAST WEEK
HOW'D YOU LEARN TO PLAY PIANO SO WELL AND SO FAST, BOBBY
IT'S A CINCH BILLY. WITH A SLIDE-CHORD DEVICE ANYONE CAN LEARN TO PLAY IN A JIFFY
IMAGINE DEAR, HOW MUCH MONEY WE COULD HAVE SAVED IF BILLY HAD KNOWN OF THAT SLIDE-CHORD DEVICE
AND HE WOULD HAVE PLAYED SO NICELY 2 YEARS AGO

IT'S AMAZING SHIRLEY, HOW NICELY YOU'RE PLAYING THE PIANO IN LESS THAN 5 DAYS. HOW DO I GET STARTED?
WRITE TO THE DALE SHEARS SCHOOL OF MUSIC, STRUTHERS, OHIO. THE COST IS ONLY $2 COMPLETE AND INCLUDES THE SLIDE-CHORD DEVICE, 25 EASY LESSONS AND 35 POPULAR SONGS - ALL SOLD ON A MONEY-BACK GUARANTEE. JUST CLIP THE COUPON, TOM. YOU'LL NEVER REGRET IT!

This amazing invention fits any piano and guides your fingers through the most complicated melodies and tunes. No tedious drills or exercises. You get quick and pleasing results by following our Easy ABC PICTURE METHOD containing 25 complete lessons. And in addition there are 35 popular songs so arranged that anyone, even a child, can play them all from 4 simple chords. Now there's no need to envy your piano-playing friends. Overnight, you, too, will become the life of the party.

Because of the unusual success of our exclusive method, our generous NO RISK offer must prove everything we claim or it costs you nothing. The 25 lesson ABC PICTURE COURSE with 35 SONGS ARRANGED TO PLAY FROM 4 CHORDS and the newly-invented CHORD-SLIDE DEVICE cost only $2 complete-not a penny more to pay EVER. SEND NO MONEY. Mail the coupon to-day and when the course arrives, pay only $2 plus the C. O. D. charges (We prepay postage if you enclose $2) Then, if after 5 days you are not actually playing piano with both hands by ear or note, return the entire course and your $2 will be refunded.

SEND NO MONEY-MAIL COUPON

Dale Shears School of Music
Studio 804, Struthers 3, Ohio

☐Subject to your Money-Back Guarantee, I am enclosing $2 (cash, check or money order) as full payment for the new CHORD-SLIDE INVENTION, the self-teaching "ABC PICTURE-METHOD" and the 35 POPULAR SONGS, all arranged to be played with 4 simple chords. You agree to pay the postage.

☐Send COD and I will pay $2 plus postage. Same Money-Back Guarantee applies.

SORRY, NO C.O.D.'S TO CANADA

NAME .....

Address .....

CITY .....STATE .....

Give Your Kiddie His Own Phonograph

Let Little Folk Play And Enjoy Music!

Sensational PHONO-TOON

PLAYS ANY KIDDIE RECORD UP TO 7 INCH SIZE

BEAUTIFUL UNBREAKABLE RECORDS

ALL PHONO-TOON records are non-breakable . . . a definite necessity for the rough handling you can't prevent kiddies from, especially when they are excited with the joy that comes with PHONO-TOON. You get 5 unbreakable records which include:

"Yankee Doodle"
"Pop Goes the Weasel"
"Polly-Wolly Doodle"
"Mary Had a Little Lamb"
"Twinkle, Twinkle, Little Star"
or other records of our choice.

Parents! Friends of kiddies! Here's a new thrill and happiness for your favorite little one! PHONO-TOON is a miniature, but a real phonograph. Delightfully plays any kiddie record up to 7 inch size! Hours and hours of fun. Gleeful entertainment listening to kiddie songs with words and music.

EASY TO OPERATE!

PHONO-TOON has been created for kiddies. Therefore, it is simple to change the record and make it play. Durably constructed to protect it from rough handling. Plays beautifully and is attractively designed, with gaily colored Mother Goose reproductions.

PHONO-TOON is sturdily made of all metal. Has no sharp corners. Is safe for any kiddie, regardless of age.

PHONO-TOON requires no hook-up, no electricity. Nothing to break. Just turn handle for a clear, split-second musical reception. Horn specially made for clear sound and volume. Needle changed by little hands easily and quickly. The smile that won't come off will radiate from your favorite kiddie when enjoying this new musical pleasure!

$3.98

Today—fill in and mail coupon for PHONO-TOON and five unbreakable records. Order C.O.D. and pay postage on delivery or enclose money now and we'll pay postage. Let your kiddie enjoy the new fun for 10 days. Then if you decide it isn't worth far more than the cost, return for money back. No risk at all—so don't delay. Rush coupon now!

10 DAY FREE TRIAL

MAIL COUPON

FUN INDUSTRIES, DEPT. 509-E
45 East 17th Street, New York City

Rush PHONO-TOON RECORD PLAYER for only $3.98 — with 5 unbreakable records.

☐ Send C.O.D. I will pay C.O.D. parcel post charges, plus handling.
☐ To save postage and handling, I enclose money. Send postpaid.

Name _____

Address _____

City, Zone, State _____

MONEY BACK GUARANTEE: *If not delighted with PHONO-TOON and records return in 10 days for full refund of purchase price.*

Hey Fellas!

Here it is—that miniature car you've always wanted. The fastest, smoothest-performing, best-looking car for its size and price you've ever seen. You'll thrill to its power as you watch this sleek, almost a foot long racer speed into high from a standing start. Ask for action . . . Zip! You get it . . . as this mighty, REX MAYS Special breezes into Free Wheeling, to whiz down the straightaway . . . at up to 15 miles per hour. And talk about unusual features! . . . Count 'em! (1) Colorful, two-tone chip-proof finish. (2) Streamlined molded plastic construction that's virtually unbreakable. (3) Custom-built, live, resilient rubber tires. (4) Precision-machined wheels with realistic looking break drums. (5) Off-set cockpit, flared headpiece and steering wheel that actually turns. These as well as other outstanding features make the REX MAYS Racer the best car value of the year. Send for your REX MAYS Racer today on our 10 day Money Back guarantee and see for yourself

FORM YOUR OWN RACING CLUB!

It's easy! It's fun! Run your own speed races right in your neighborhood. We help you by offering reduced prices on quantity orders. Just get several of your friends together to join you in ordering the REX MAYS racer on our Club Plan. Get parents or friends or the club itself to put up prizes—have loads of fun! On our club plan you can order 3 REX MAYS Racers for only $6.75 ($2.25 each) or 6 Racers for only $11.95 ($1.99 each). Just mail your club orders for REX MAYS Racers on the handy coupon. If you enclose remittance with your order we prepay shipping charges.

ILLINOIS MERCHANDISE MART, Dept. 2802
1227 Loyola Ave., Chicago 26, Ill.

Gentlemen: ☐ Send me the REX MAYS Racer as described. I will pay the postman on arrival only $2.49 plus few cents postage and C.O.D. charges. It is understood that I must be fully satisfied in every way or I can return my Racer within 10 days for refund.

NOTE: If you want to order more than one Racer to take advantage of our Club Plan offer check the following:

☐ 3 Racers for $6.75 ☐ 6 Racers for $11.95

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

☐ To save C.O.D. and shipping charges I am enclosing remittance in advance for full amount of the above order.

Make Your Own Records

SING! TALK! ACT! PLAY ANY MUSICAL INSTRUMENT!

ENJOY MAKING RECORDS IN THE PRIVACY OF YOUR OWN HOME

Now you can make records of your singing, talking, reciting, or instrument playing right in your own home! No longer need the high price of recording machines or studio facilities prevent you or your family from hearing their own voice or playing. *No Experience Necessary.* Set up the NEW HOME RECORD MAKER, play, talk, or sing, and immediately you have a record which you and your friends can enjoy.

Record your child's voice catch those precious moments

MAKE YOUR OWN RECORDS at HOME

IT'S AMAZINGLY SIMPLE!

Make records right in your own home by just singing talking, acting or playing a musical instrument into your own record player using a NEW HOME RECORD MAKING UNIT. It's wonderful little unit records on the blank records furnished with your recording kit. No processing of the record required . . . just make your recording and it is immediately ready for playback. USE THE NEW HOME RECORD MAKER with most any standard record player, auto winding, portable radio-phono combination or electrical phonographs operating on either AC or DC

What is the Recordograph?

The recordograph is an acoustical device for making home recordings to be used with a record player or turn-table

WHAT DO I GET?

You get the complete unit needed to make recordings at home. Acoustic recording head, special recording needle playback needles, 6 two sided records (enough for 12 recordings) spiral feeding attachment and complete easy to follow directions

Records for 12 Recordings Included

PLAYS BACK AT ONCE

Record jokes, imitations, voices and instruments and play for happy, happy memories. You can play new record at once! Give yourself, your family and friends a thrill! Records can be played back on ANY phonograph

SING - PLAY - TALK

Have lots of fun! Record voices of seldom-seen but well-loved friends and dear ones. Make greeting records – Birthday, Anniversary Greetings for your loved ones.

EASY AS SPEAKING INTO A PHONE

Use your NEW HOME RECORD MAKER any time and perform as comfortably as you'd talk on the telephone – needs no special "recording technique." *No experience necessary*

Amazing LOW Price only $8.49 COMPLETE

SEND NO MONEY!

You don't have to send a cent. Just fill in coupon and mail today to get your complete NEW HOME RECORD MAKER. Sent C.O.D. for only $8.49 plus postage and C.O.D. . . . or send check or money order for $8.49 and we pay postage.

Additional blank records $2.00 per dozen (24 sides)

RECORDOGRAPH CORP. OF AMERICA, Dept. TM–151
230 GRAND STREET, NEW YORK, N. Y.

Send entire RECORD MAKING OUTFIT, including 6 blank two-sided records.

☐ Send C.O.D. I will pay postman $8.49 plus postage.
☐ Send additional blank records at $2 per dozen.

Name _____
Address _____
City, Zone, State _____

[ ] I enclose $8.49, send complete outfit postpaid.

TALK - SING - PLAY

THROUGH YOUR OWN RADIO

With the Super HOME RADIO MIKE!

Fool Your Friends — Give Your Own Radio Shows

Easily Attaches to Any Radio

Amaze and mystify your friends by talking about them over your own radio. Create and broadcast shows, commercials, and "news flashes". Just flick the button of this professional, studio type "mike" and you cut in instantly on any program, make believe you are on with the big stars. Surprise friends in your home by mentioning their names on the big network shows. It's loads of fun for adults and kids.

Comes complete with 6 foot cord

Only $1.98 Complete

Complete — nothing else to buy. This professional looking switch button mike comes complete with illustrated instructions . . . shows how to install on your radio. "MIKE" has long insulated cord — complete ready to attach.

Money Back Guarantee

SEND NO MONEY!

Examine and try this swell "MIKE" at home without risk. Send no money — just name and address on penny postcard and we'll ship C.O.D. plus postage, or send $2.00 and we ship postpaid. No C.O.D. ouside U.S.A.

SEYCO MIKE INC., Dept. MM-151
230 Grand St., New York 13, N. Y.

☐ Send MIKE C.O.D., I'll pay postman $1.98 plus postage and C.O.D. on arrival.

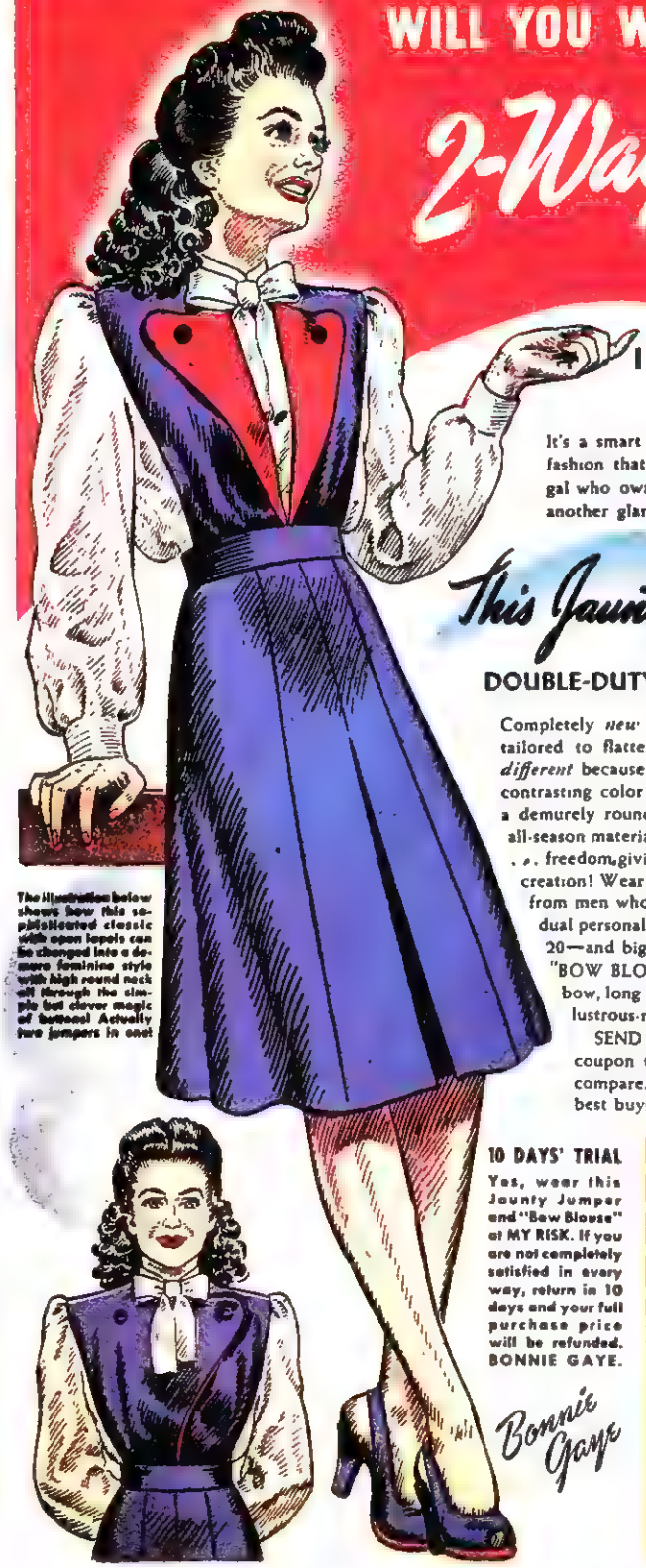
☐ I'm enclosing $2 send postpaid.

Name.....

Address.....

City.....State.....

WILL YOU WEAR THIS LOVELY 2-Way Jumper ON APPROVAL



The illustration below shows how this sophisticated classic with open lapels can be changed into a demure feminine style with high round neck all through the simple but clever magic of buttons! Actually two jumpers in one!

IT'S SMART! IT'S GAY! *It's Different!*

It's a smart gal who takes to jumpers for a trim, Hollywood-born fashion that can be worn everywhere, any time. But it's a *smarter* gal who owns a chic jumper that can change—presto!—into still another glamorous outfit!

This Jaunty Jumper only $7.98

DOUBLE-DUTY!...DOUBLE-BEAUTY!

Completely *new* is this Jaunty Jumper, gorgeously tailored to flatter your figure in exquisite feminine lines. Completely *different* because you have *two jumpers in one:* wear it with the lovely contrasting color lapels opened in classic style . . . or button-closed into a demurely round neckline! Exclusively fashioned in crisp, fine-quality, all-season material that loves to "take it"! A slenderizing fitted waistband . . . freedom-giving inverted pleat in the skirt add up to a knockout creation! Wear this sophisticated jumper and win compliments galore from men who admire your smart looks . . . women who envy your dual personality fashion! An original by Bonnie Gaye. Sizes 12 through 20—and biggest of all surprises it's only $7.98 plus postage.

"BOW BLOUSE"—Tantalizing with its flattering high neck, perky bow, long full sleeves—it's a true complement to your jumper. In lustrous-rich rayon fabric. White only. Sizes 32 to 40. Only $3.98.

SEND NO MONEY—Check size and color choice and mail coupon today. On arrival, pay postman C.O.D. charges. Wear, compare. If a 10 day trial doesn't prove you've discovered the best buys ever, please return for full refund.

10 DAYS' TRIAL

Yes, wear this Jaunty Jumper and "Bow Blouse" at MY RISK. If you are not completely satisfied in every way, return in 10 days and your full purchase price will be refunded. BONNIE GAYE.

Bonnie Gaye

MAIL COUPON TODAY!

BONNIE GAYE FASHIONS—Dept. 13-DD
168 N. Michigan Ave., Chicago 1, Ill.

Please send smart 2-WAY JUMPER. I'll pay postman $7.98 plus postage on arrival with the understanding I may return purchase for full refund if not satisfied in 10 days.

(Mark 1st and 2nd choice color selections)

Navy ☐ Brown ☐ Red ☐ Black ☐

(Circle Size)

12 14 16 18 20

Please send "BOW BLOUSE" at $3.98 plus postage (White Only)

(Circle Size)

32 34 36 38 40

NAME.....

ADDRESS.....

CITY ..... ZONE..... STATE.....

Note: Order 2 jumpers for only $14.50 plus postage ☐

BOBBY FINDS A NEW BUDDY!
WHAT'S THE MATTER, BOBBY! WHAT ARE YOU CRYING ABOUT?
I DIDN'T HAVE ANYTHING TO DO, SO I GOT INTO SOME MISCHIEF AND GOT PUNISHED!
GOSH—I DON'T HAVE TIME TO GET INTO MISCHIEF, I'M BUSY EVERY MINUTE.
HOW DO YOU KEEP YOURSELF SO BUSY?
COME OVER TO MY HOUSE AND LET ME SHOW YOU SOMETHING. I HAVE MORE FUN THAN A CIRCUS.
GEE! YOU'RE LUCKY!
THIS MODEL AIRPLANE KEPT ME BUSY FOR HOURS! ISN'T IT A BEAUTY?
GOSH—THAT'S SWELL! WHAT ELSE DID YOU MAKE?
I MADE THIS RADIO FOR MY BIKE! HOW DO YOU LIKE IT?
SAY!—I WISH I COULD DO THINGS LIKE THAT!
WATCH ROVER DO THE TRICKS I TAUGHT HIM. ISN'T HE SMART FOR A PUPPY?
HOW DID YOU LEARN TO DO ALL THOSE THINGS?
HERE'S MY SECRET, BOB. THE BOY'S FUN BOOK! IT SHOWS MORE THAN 200 THINGS TO MAKE AND DO.
BOY'S FUN BOOK
WOW! I'M GOING TO SEND FOR A COPY TODAY. IT'S JUST WHAT I'VE BEEN WISHING FOR!
HEY, FELLOWS! TAKE A TIP FROM ME AND SEND FOR THE BOY'S FUN BOOK AND MAKE A RACER LIKE I DID!
RACER II

EXAMINE IT FREE!

You, too, can learn how to make model planes that really fly . . . How to mystify your friends with magic . . . How to teach your dog tricks . . . How to do science stunts at home . . . How to have fun with electricity . . . How to toughen your muscles . . . How to build unusual radios . . . How to have fun with puzzles and hobbies . . . How to build a speedy soap-box racer and scores of other exciting things to do and make. Get this BOYS FUN BOOK. 192 pages, 470 pictures, bursting with sizzling ideas for your entertainment and amusement, all year 'round.

SEND NO MONEY. Just mail coupon. When book arrives, give postman only $1.19, plus delivery charge. If not delighted, money refunded within 7 days. If payment is sent with coupon, we pay delivery charges. Same guarantee applies. Mail coupon TODAY!

FREE EXAMINATION COUPON—MAIL NOW

FOREMOST BOOKS, Dept. 4FW
451 Fourth Ave., New York 10, N. Y.

Please send me the BOYS FUN BOOK. When it arrives I will pay postman $1.19 plus delivery charge. You agree to refund my money if I return the book for any reason within 7 days after receiving it.

☐ Check square if De Luxe edition at $1.98 is desired.

NAME. _____

ADDRESS _____

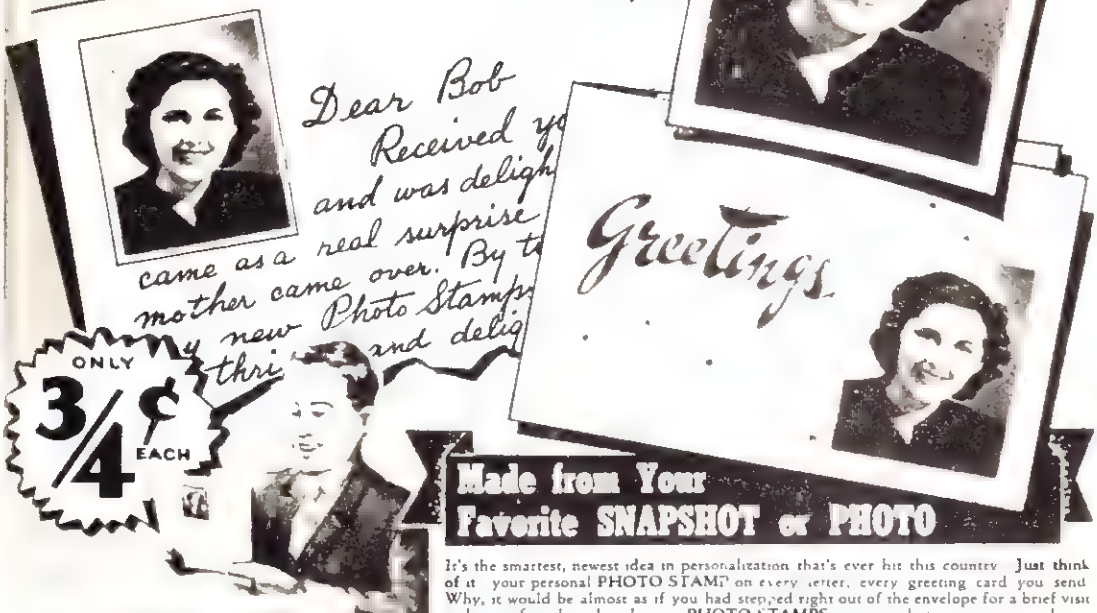
CITY, ZONE, STATE _____

☐ Check here if you send remittance with order, and we will pay postage. Money refunded if not delighted.

Thrill Your Friends With Your Personal

PHOTO STAMPS

in your letters, greeting cards, etc.



ONLY 3/4¢ EACH

Made from Your Favorite SNAPSHOT or PHOTO

It's the smartest, newest idea in personalization that's ever hit this country. Just think of it—your personal PHOTO STAMP on every letter, every greeting card you send. Why, it would be almost as if you had stepped right out of the envelope for a brief visit with your friends or loved ones. PHOTO STAMPS give your letters your personality—make them sparkle with your smile. That's why they've become so tremendously popular almost overnight.

Large, Colorful, Lifelike

PHOTO STAMPS are faithful reproductions of your favorite photo, printed on high gloss gummed stock. Simply moisten the back and apply. Large-sized (1½" x 1⅛") and individually cut with smooth edge. Adheres smoothly and evenly to any surface, giving the appearance of having actually been printed on.

Hundreds of Thrilling Uses

Besides letters and greeting cards, PHOTO STAMPS have many other smart and distinctive uses. They add charm and individuality to your **gifts, invitations, announcements,** etc. They identify your **books, records, sheet music** and other personal possessions. **Exchange them with pen pals.** Paste them in your **friends' autograph books.** Use them on **identification cards, job applications,** etc. You will find many other uses for PHOTO STAMPS, all of them novel and clever.

Designed expressly for use with PHOTO STAMPS

Pastel tinted with decorative panel in upper left corner which forms beautiful setting for PHOTO STAMP. Gives you the most effective, photo-personalized stationery you ever saw. Box of 50 double sheets and 50 matching envelopes. Choice of 2 shades: Pale Rose or Gray Blue. Specify shade desired. Reg. price, $1.25.

Special Combination Price **2.89**

250 Photo Stamps and box of Stationery

MONEY-BACK GUARANTEE

We know you will be thrilled and pleased with your PHOTO STAMPS—that's why we do not hesitate to make this startling guarantee offer. If you are not completely satisfied, return them to us and we will refund every cent paid.

Agents Wanted

Send for details of money-making offer selling PHOTO STAMPS in full or spare time.

SEND NO MONEY

Yes, for the amazingly low price of $1.89—a little more than ½ cent each—you can have 250 (minimum order) personal PHOTO STAMPS. Send no money—just mail photo (no negatives). When stamps arrive, pay postman $1.89 plus C.O.D. postage. If cash accompanies order, we pay postage. Original photo returned intact.

The PHOTOPLATE CO., Dept 336-O
161 W. Harrison St., Chicago 5, Ill.

I am enclosing my photo. Please send the following:

☐ 250 Photo Stamps only ——— $1.89

☐ Special Combination Offer, consisting of:

250 Photo Stamps and box of Photoplate Stationery (50 double sheets and 50 envelopes. Pale Rose ☐ Blue gray ☐) ——— $2.89

Send C.O.D. ☐ Remittance enclosed herewith ☐
(If remittance accompanies order, we pay postage)

Name _____

Address _____

City _____ Zone ____ State _____

Mail This Coupon TODAY!

BEGIN NOW—RIGHT IN YOUR OWN HOME!

Your First 10 THRILLING FLYING LESSONS

UNDER CAPT. BERNARD BROOKES—

If your big dream is to fly a plane, whether it be a bomber, a fighter or transport plane, here is your amazing opportunity to learn right in your own home! For now ace instructor Captain Bernard Brookes has made through a revolutionary simplified method, basic flight instructions so easy, so fascinating that ANYONE can learn all of the rudiments of flying in the privacy of his own room, without outside instruction.

Now, you can own for yourself Captain Brookes' famous professional course of ten step-by-step lessons all in one book, written in simple everyday language that anyone can understand and enjoy, illustrated at every step with hundreds of pictures and charts that make every move crystal clear. Before you know it YOU will have a thorough pre-training in basic flight instructions which every student flyer *must have* before he can step into an actual plane.

STEP-BY-STEP INSTRUCTIONS

Ace instructor Captain Brookes starts you off at the very bottom in his first lesson. Then gradually, and not until you know your previous lesson thoroughly, he puts you through the fascinating plane "tick" right up to sharpshooter bomber tactics, gliding, and parachute jumping, explained in detail, profusely illustrated. You can't go wrong. The lessons are so precise, so clear in style and so realistic, you can almost feel yourself operating your plane. And when the time comes for you to enroll in actual flight training, you will be so far ahead of the average beginner that you will be "soloing" BEFORE YOU KNOW IT!

FREE!

FAMOUS AIRCRAFT SPOTTER'S GUIDE!

Learn to identify at a glance all the famous warplanes you read about. AIRCRAFT SPOTTER'S GUIDE contains hundreds of position silhouettes, general specifications, photos of fighting planes, gliders, rotating wing aircraft and lighter-than-aircraft of U. S., Great Britain, Germany, France, Russia, Japan, Italy. A copy will be sent you ABSOLUTELY FREE along with "How to Fly an Airplane!" Remember—THE AIRCRAFT SPOTTER'S GUIDE IS YOURS TO KEEP AS YOUR VERY OWN whether o not you decide to accept Capt. Brookes' Flying Course

RELEASED FOR PUBLICATION BY THE U. S. ARMY AND NAVY DEPARTMENTS

In addition, "How to Fly An Airplane" is endorsed by many other reputable flight training authorities.

THINK OF IT! ONLY 19¢ PER LESSON

Exactly the same instruction would cost you ten times as much taken privately. Now you can get the complete course — one of the finest of its kind in the world today for only 19c per lesson.

HERE'S JUST A "TASTE" OF THE COMPLETE COURSE IN BASIC FLIGHT INSTRUCTION YOU WILL GET FROM CAPT. BERNARD BROOKES

- **LESSON 1:** How to win flying confidence . . . how an airplane works . . . the job performed by each part of the plane . . . facts to remember
- **LESSON 2:** "Contact!" . . . taxiing a plane . . . wind check . . . the take-off . . . do's and don'ts . . . getting your bearings . . . how to make a 3-point landing.
- **LESSON 3:** Meet the instruments . . . the fine points of successful flying . . . landing is easy if you remember certain points.
- **LESSON 4:** Swinging a propeller . . . working the "stick" . . . turning, banking, steering, etc.
- **LESSON 5:** Solo flying . . . right and wrong ways to land . . . common mistakes and how to correct them . . . the right approach to the landing field . . . losing height to land.
- **LESSON 6:** The "S" turns . . . the side slip . . . cross-wind take-off . . . gliding angles . . . making an Immelman turn.
- **LESSON 7:** How to make a forced landing successfully.
- **LESSON 8:** Flying the loops . . . diving . . . power diving . . . the "roll" . . . power-off stall.
- **LESSONS 9 & 10:** Review of the course . . . preparing for your license . . . 60 rules to memorize and practice . . . the principles of parachuting . . . learning the instruments in detail . . . gliders and gliding . . . bombers and bombing tactics . . . complete dictionary of flying and airport terms.

PREPARE TODAY FOR THE AIR AGE OF TOMORROW!

"HOW TO FLY AN AIRPLANE" will start you off on a thrilling high-paid career in flying—a career which will insure your future in the postwar world. Don't delay, don't put this off. Now, this minute, is the time to mail the coupon at left. SEND NO MONEY. Simply pay the postman $1.89 plus mailing charge, when he delivers your course. Read it. Examine it. Try the first lesson. Then, and only then, decide whether you want to keep this amazing course. If you are not fully satisfied, return the book within ten days and we will refund your money in full. Can anything be fairer?

MAIL THE COUPON TODAY! NOW!

SEND NO MONEY

Instructive Books, Inc.,
105 Court St., Brooklyn 2, N. Y. (Aviation Div.)

Please RUSH my 10 lesson course on "HOW TO FLY AN AIRPLANE" by Capt. Bernard Brookes together with my FREE COPY of the AIRCRAFT SPOTTER'S GUIDE. When the postman delivers these books, I will deposit with him $1.89 plus mailing charges in full payment, on condition that I may return the book within 10 days if for any reason I decide to do so. It is understood, also that I keep the famous AIRCRAFT SPOTTER'S GUIDE whether or not I decide to keep "HOW TO FLY AN AIRPLANE."

Name .....

Address .....

City & State .....

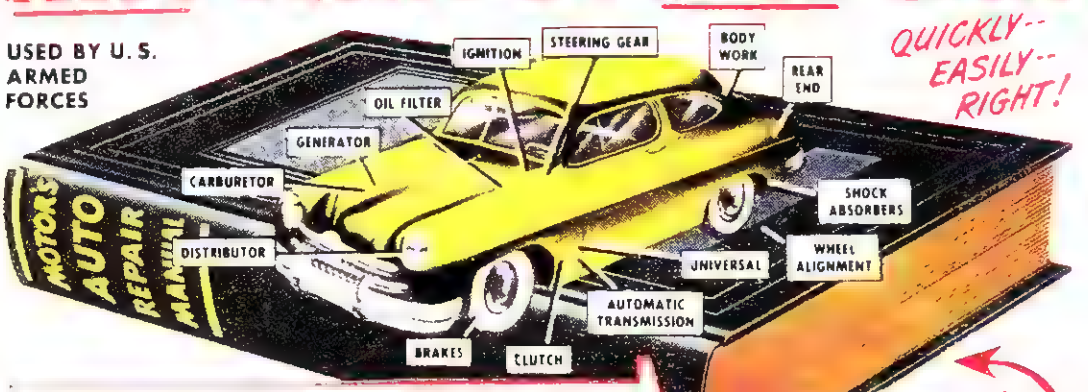
☐ Check here if you prefer enclosing remittance now, in which case we pay postage and handling charges. The same return privilege applies.

ACT NOW!

HOW TO FIX ANY PART OF ANY CAR

USED BY U. S. ARMED FORCES

QUICKLY-- EASILY-- RIGHT!



NOW—Whether You're a Beginner or an Expert Mechanic —You Can "Breeze Through" ANY AUTO REPAIR JOB!

Free 7-DAY TRIAL

Return and Pay Nothing If Not Satisfied!

COVERS EVERY JOB ON EVERY CAR BUILT FROM 1935 THRU 1953

YES, it's easy as A-B-C to do any "fix-it" job on any car whether it's a simple carburetor adjustment or a complete overhaul. Just look up the job in the index of MOTOR'S New AUTO REPAIR MANUAL. Turn to pages covering job. Follow the clear, illustrated step-by-step instructions. Presto—the job is done!

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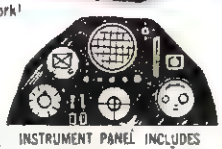

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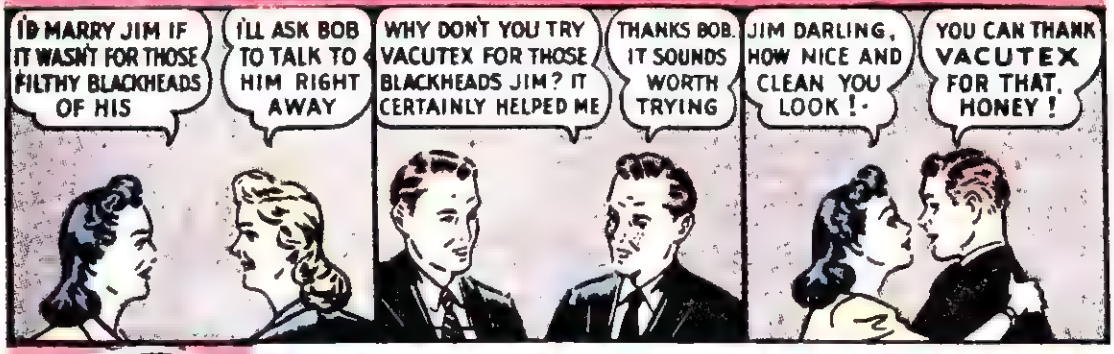
I'D MARRY JIM IF IT WASN'T FOR THOSE FILTHY BLACKHEADS OF HIS
I'LL ASK BOB TO TALK TO HIM RIGHT AWAY
WHY DON'T YOU TRY VACUTEX FOR THOSE BLACKHEADS JIM? IT CERTAINLY HELPED ME
THANKS BOB. IT SOUNDS WORTH TRYING
JIM DARLING, HOW NICE AND CLEAN YOU LOOK!
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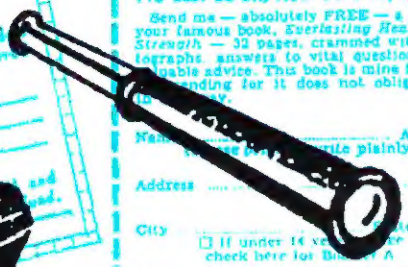

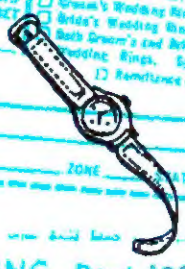

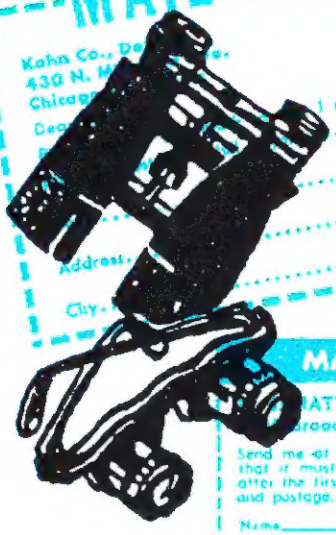

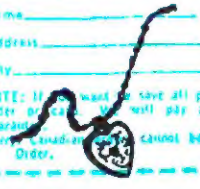

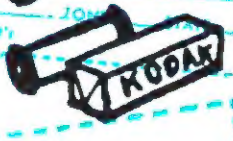

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Miles Beller, right, television critic for the *Hollywood Reporter*, has published articles in *The New York Times, Harper's Bazaar, Life, Parenting, Artweek,* and elsewhere. He lives in Los Angeles and has taught journalism at the University of Southern California.

Jerry Leibowitz, left, is a graphic designer and founder of the comics newspaper *L.A. Funnies*. He also collects vintage comic books and hosts a cable T.V. cartoon show. He lives in Culver City, California.

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